

Winter
1989
Super
Special

MAD^{IND} MANIA 2

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Featuring a
50-Page
Portfolio of
AL JAFFEE'S
CLASSIC JUNK!
Snappy Answers
to Stupid Questions!
Dumb Inventions!
Fold-ins & More!
(big deal!)



WHAT IS THE
ONE ISSUE
THAT LEFT
PRES. REAGAN
ABSOLUTELY
COLD?

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every President has his pet hate among the burning issues of his day, and Pres. Reagan was no exception. To discover the issue that left Ronny cold, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

A NUMBING CHILL GREETES LIBERALS NOWADAYS. IT'S CLEAR
REAGAN DID NOT SHARE THEIR VIEWS. HE FELT
FREE TO IGNORE THEM. THIS, THEY CAME TO REALIZE.

▶A

◀B

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Hello! My name is Gene Sissy...

...and I'm Roger Ebores! We've been asked to review three hot movies that you might have missed last summer, if you'd been stranded on a desert island... which is obviously what MAD's Editor must've been... or else he would have ordered SATIRES of these films for the magazine when they FIRST CAME OUT!

Anyway... let's start off with a look at the MOST SUCCESSFUL of these three films... box-office-wise...! It's the story of two unlikely young people who are forced to swap their diverse life styles! I adored it!!

And I loathed it...!!

Well... although I don't agree with Roger about this particular film, I DO respect his opinion...

Oh, yeah...? Since when?!

Anyway... the movie opens on the lush mansion of a very rich young man played by Dan Adnoyd! Oh, by the way... it's called...



MORT DRUCKER

ARTIST: MORT DRUCKER
WRITER: STAN HART

TRADING RACES

Your—uh—dietary habits puzzle me, Sir! You **EAT** like a bird!!

What's wrong with that?!

Well, I should think that me **chewing your food**... and then **spitting it—choke—** into your mouth would be just a tad unpleasant!!

It is! But my time is far too valuable to waste it on roughage!!



Please have **pity** on me! I'm just a **legless old Vet!!**

But—I'm not doing anything **WRONG!** In fact, I'm obeying the law! **MURPHY'S LAW!!**

It's **MY** law that says, "Always choose to make a movie that has a **very weak script!** That way, the Critics can say I'm the **best thing** in it!"

Get goin', before I run you in...!

What's Murphy's Law??



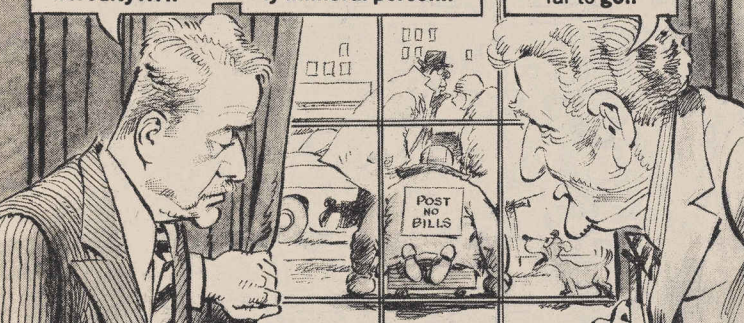
I am convinced that **environ-**ment determines a person's real character...!!

I'll make you a **bet** that if we took that **beggar**—and we put him into a **different environment**, that he would become a **rich and successful businessman**, just like you!

Nonsense! It's **heredity**...!!

But he's obviously a **vicious and thoroughly immoral person!!**

Well, then, he **won't** have very far to go!!



It's a **private club!**

Great! I LOVE clubs! You got **jackets?** Need a **TV** for your clubhouse! I can get one!

If we gave everything to that **beggar**, and took everything away from our associate, **Windthrob**, I'll bet that **Windthrob** would soon be acting like that **miserable bum!**

I would **HOPE** not!! **TWO** people **hamming** it up in the same movie would be **unbearable!**

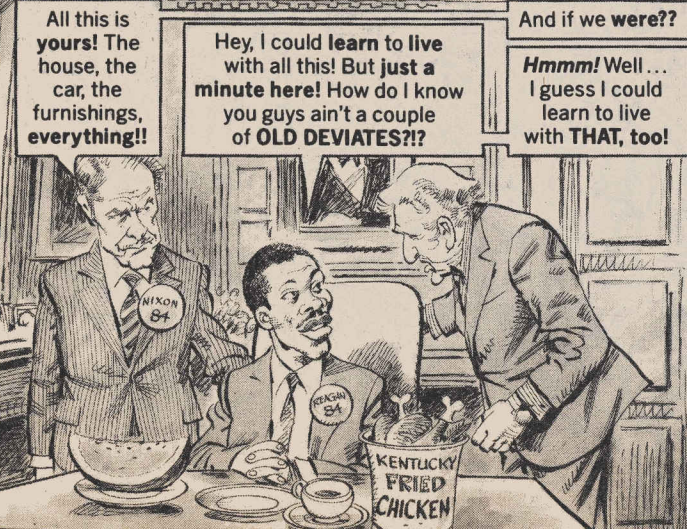


All this is **yours!** The house, the car, the furnishings, **everything!!**

Hey, I could learn to live with all this! But **just a minute here!** How do I know you guys ain't a couple of **OLD DEVIATES?!**

And if we were??

Hmmm! Well... I guess I could learn to live with **THAT**, too!

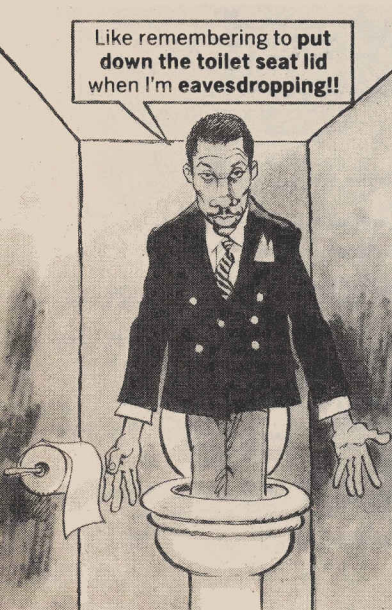
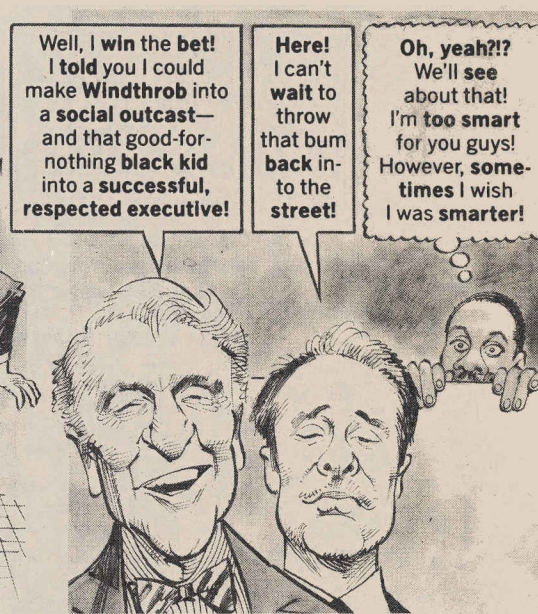
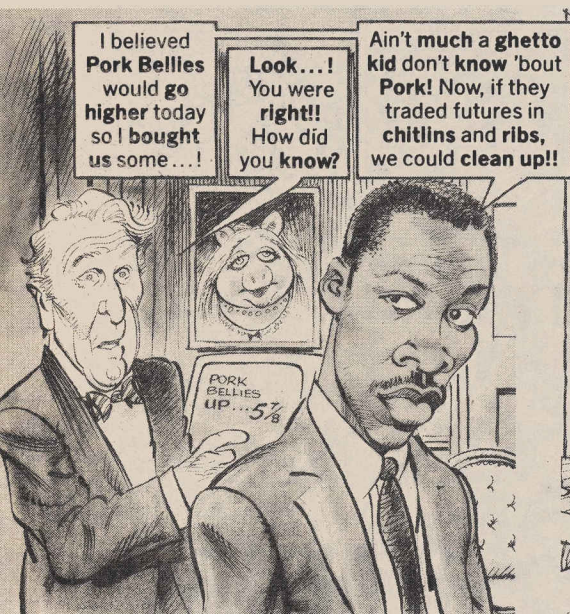
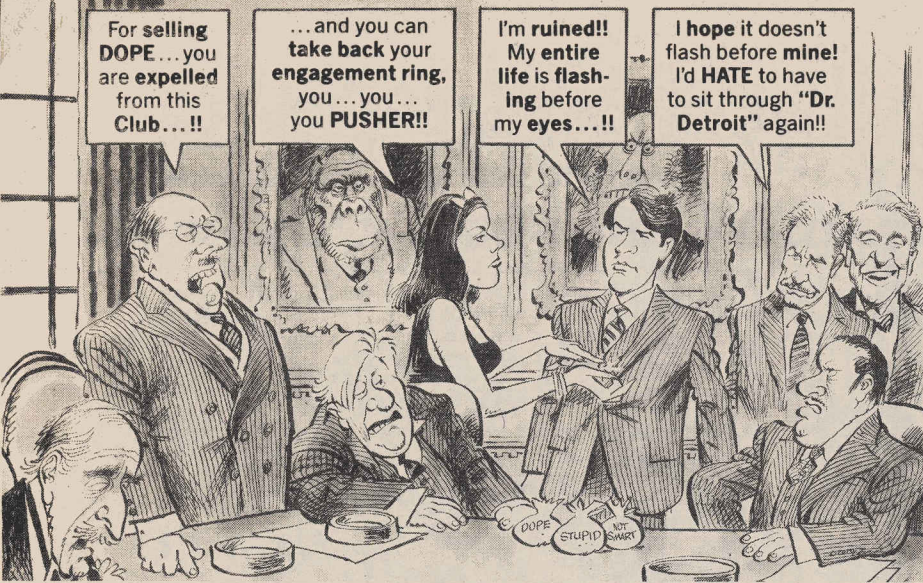


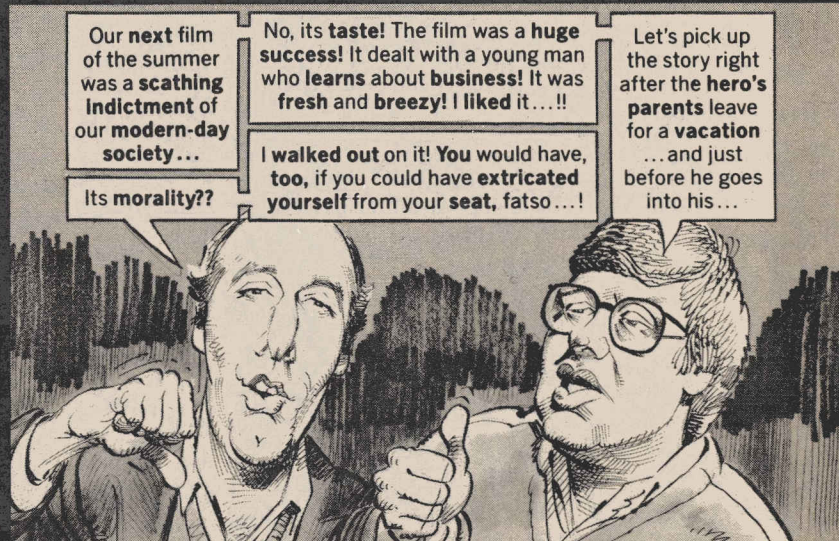
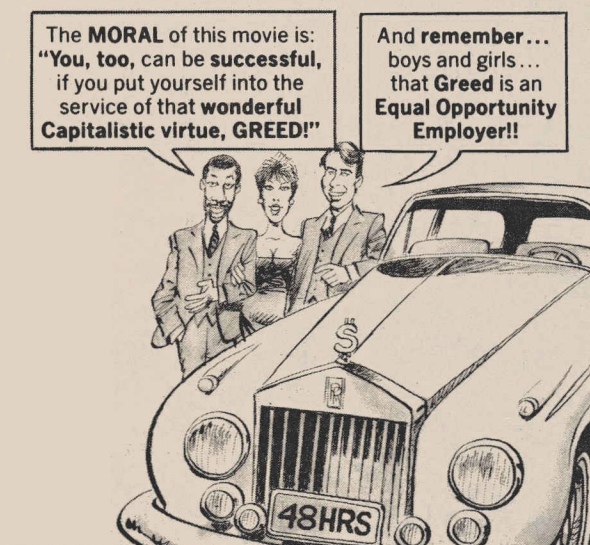
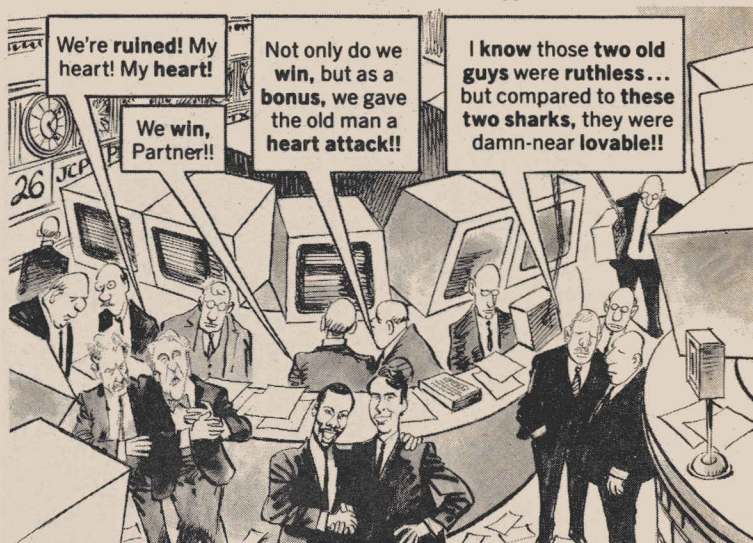
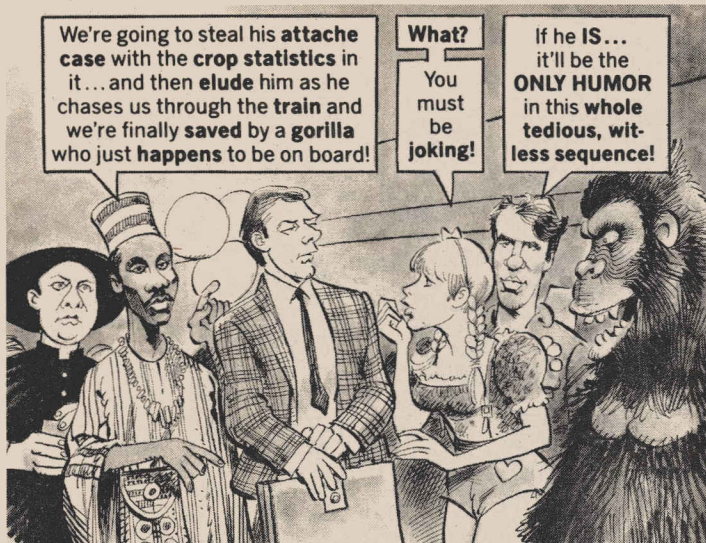
Hey, this is **all right**, Man! It reminds me of something I **really enjoyed** once!!

Oh...?! And what was that, Sir...??

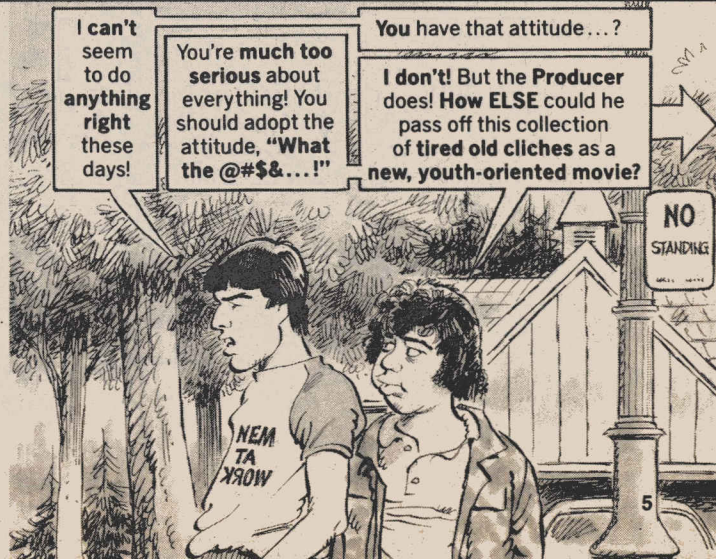
The same scene... with **Dudley Moore** and **John Gielgud**... in "**Arthur**"!

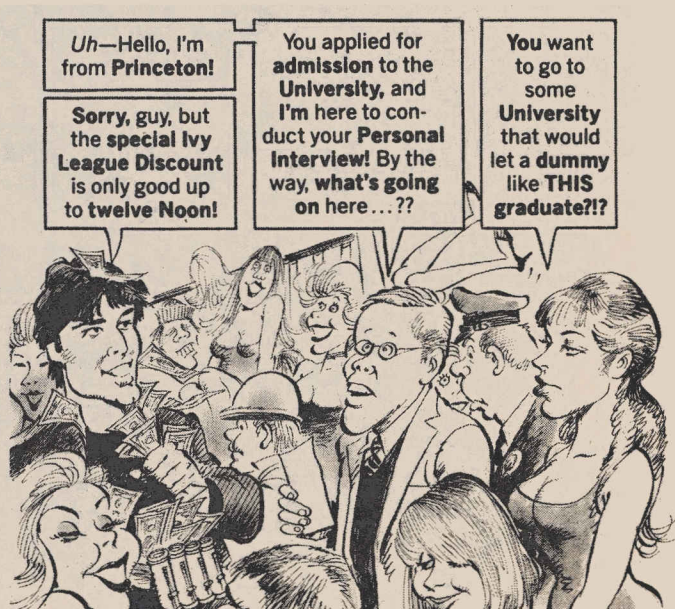
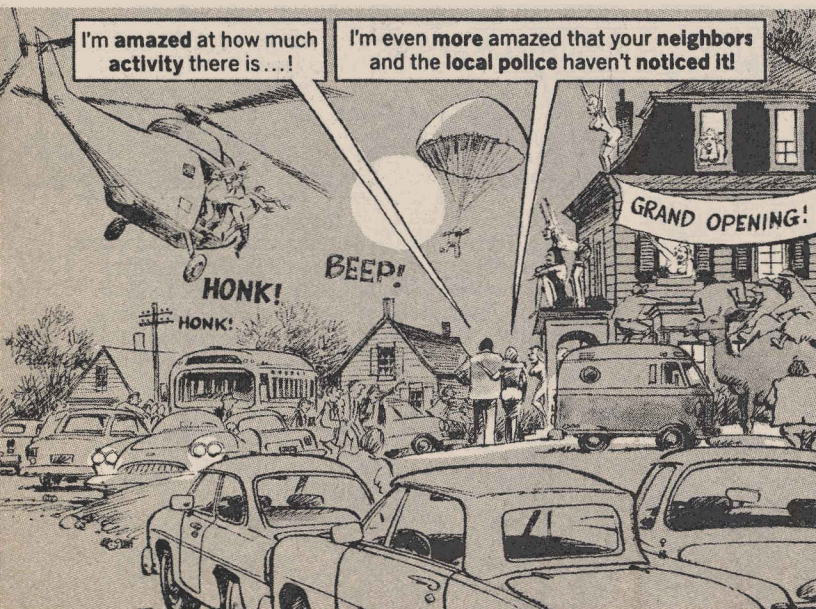
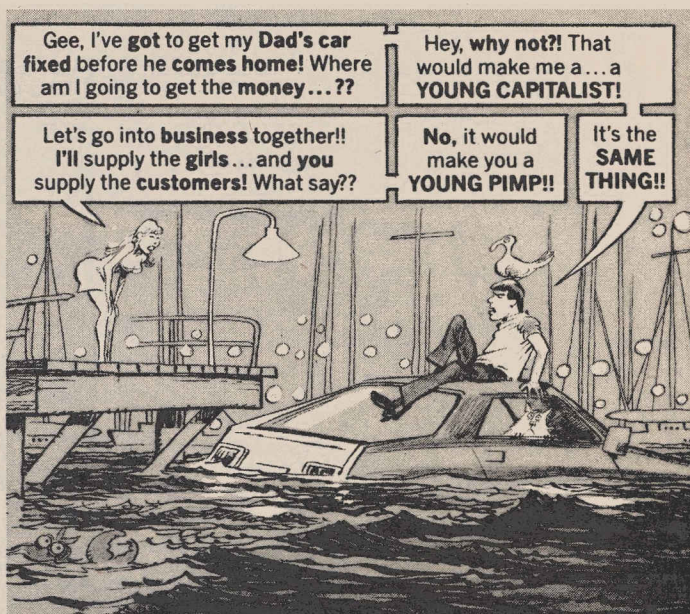
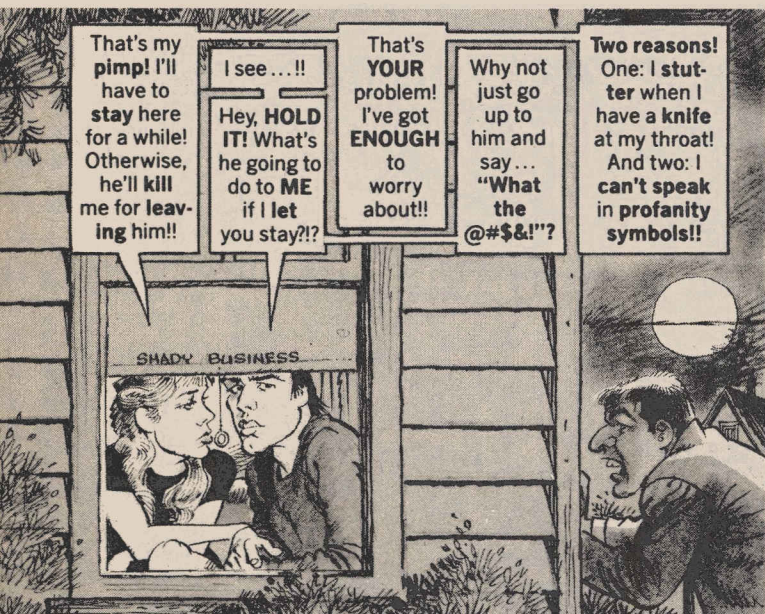






Raunchy Business





Hey, you stole all of the furniture from my house...!

It was only fair, Man! After all, you stole all of my girls...!!

Well... I don't know, Man! Sitting on your **FURNITURE** is a lot more comfortable than sitting on my **GIRLS**!! They're a little lumpy!

Okay...! Okay...!! Let's make a **SWAP**!!

ALL THE WRONG MOVES INC.

There's a **tiny crack** in my egg! I find it **hard** to believe that you were so careless!

If you're shopping for things that are **hard** to believe, how about my having a **six-day wild party** without a single cigarette-burn-hole or liquor-spill-mark on any of the rugs or furniture?!

Princeton University wants us **BOTH**!!

But I never finished High School!!! How could I ever be a student there...?!?

What students?! They want us as **Sex Education TEACHERS**!!

What I disliked about that film was that there was **no plot, no story, no nothing**!!

Exactly! That's what made it so **fresh and exciting**!!

Wonderfully so! That's why it was so **successful**...!

You nerd! How can you consider a picture that **puts its audience to sleep** a "success"?!!

Our last film was the "**surprise**" of the year! It was about a girl who has a **passion for dancing**... a **high-school drop-out** who makes good! It was called...

But it was also **stupid and boring**!

Flashdance

Boy, this has got to be the **longest introduction** to a movie in film history...!!

That's so we can squeeze in the entire **opening song** and hope it becomes a hit! Unfortunately, it makes bicycling to work in Pittsburgh a little rough...!

Oh? Where do you live?

Toronto!

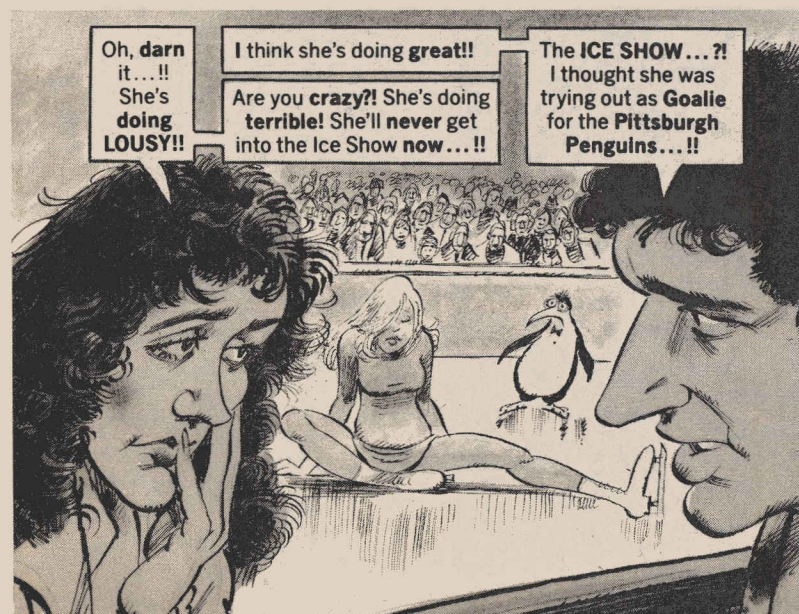
WHAT A FEELING...

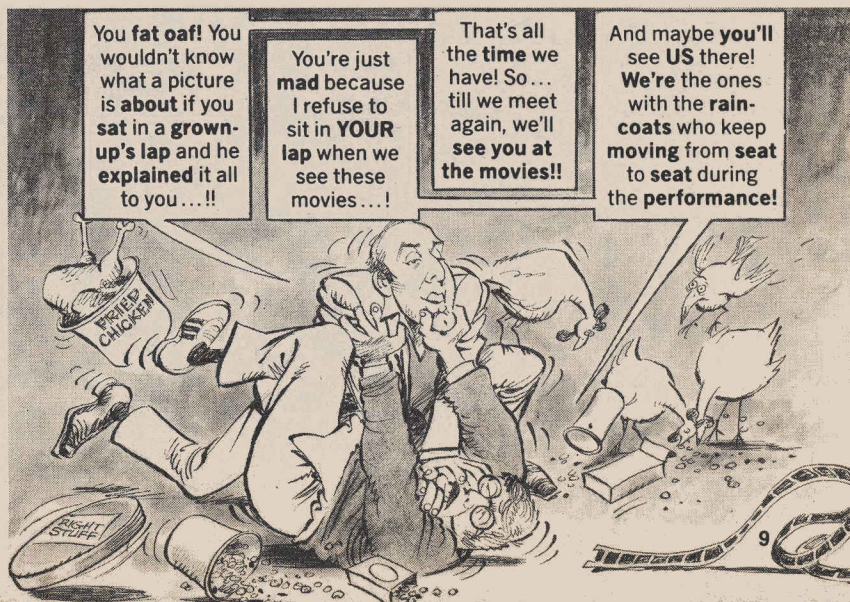
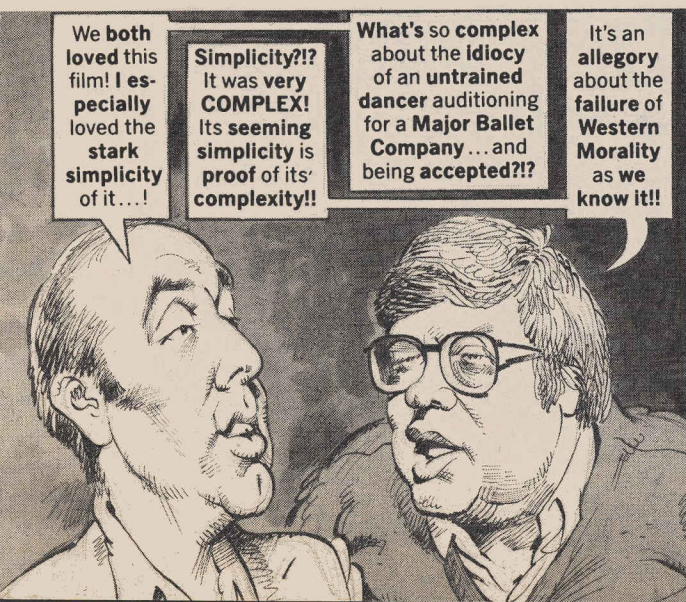
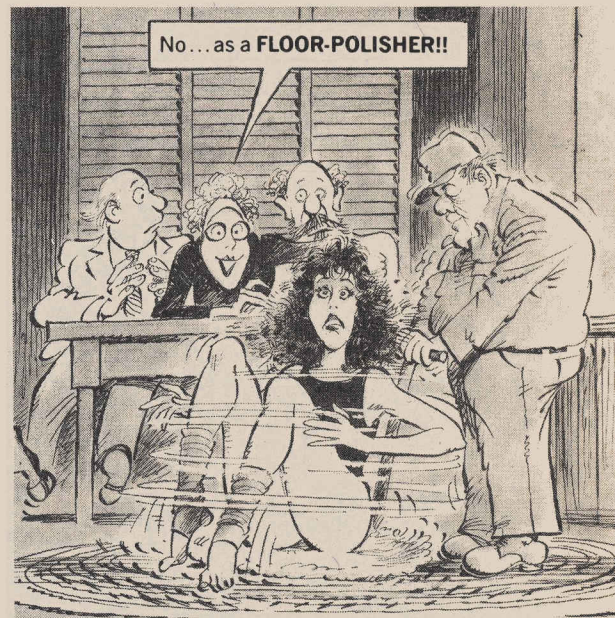
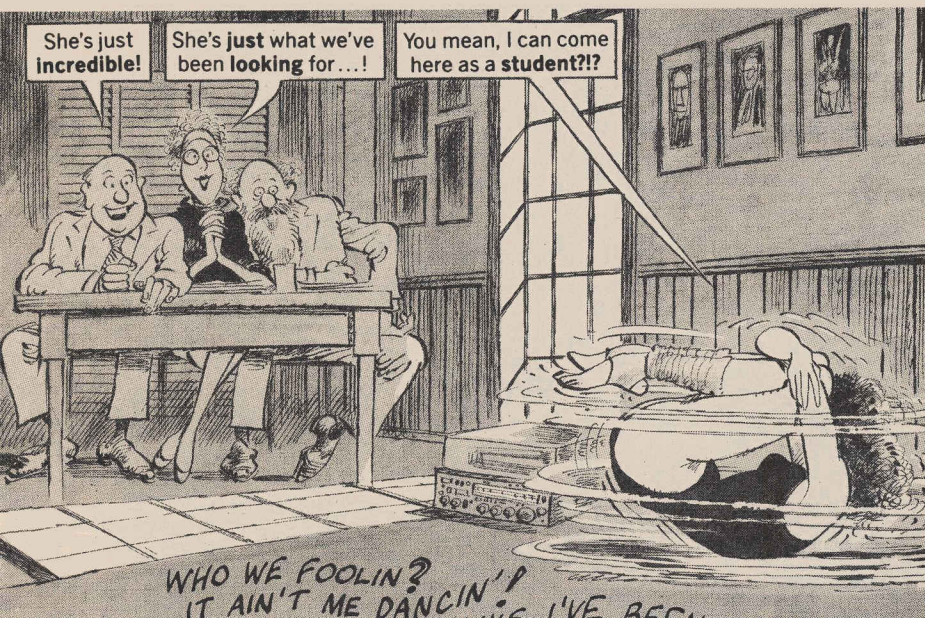
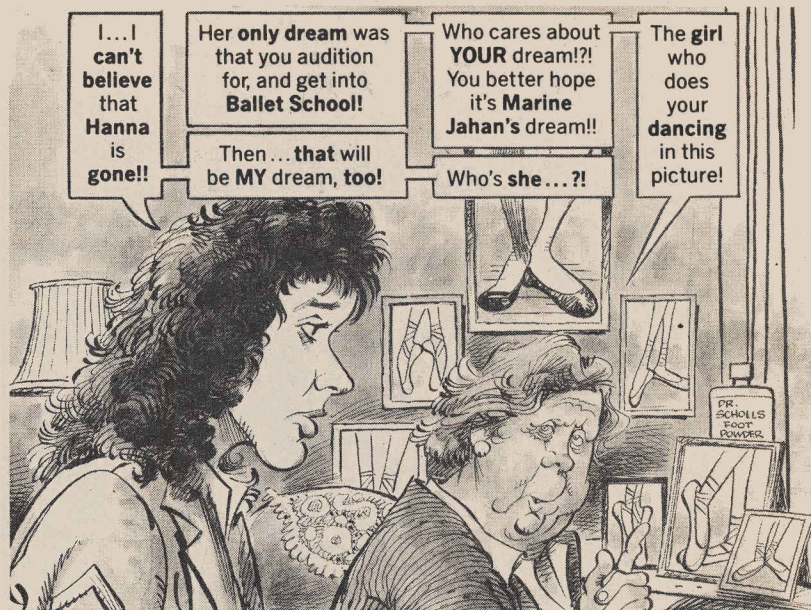
Do you notice that we never see her face while she's performing?!!

Is that because she doesn't want anyone to know she's dancing here?

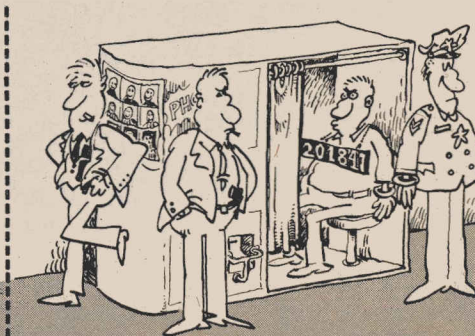
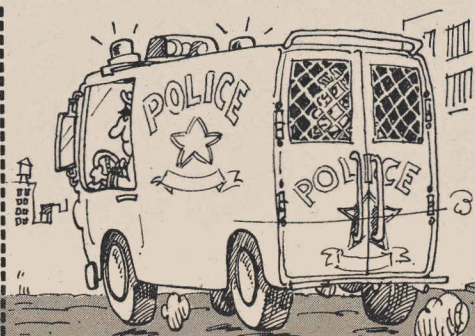
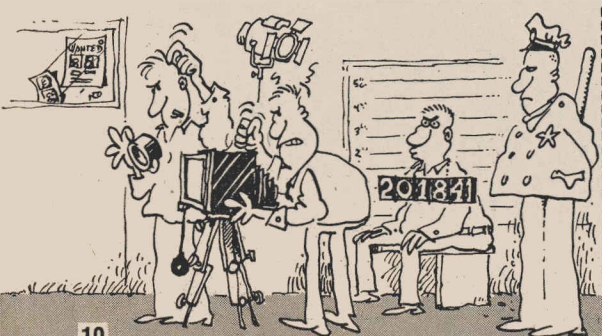
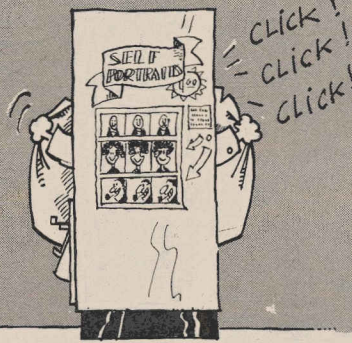
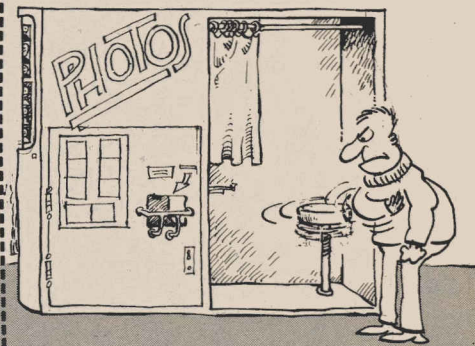
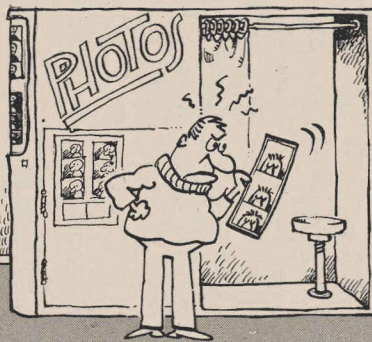
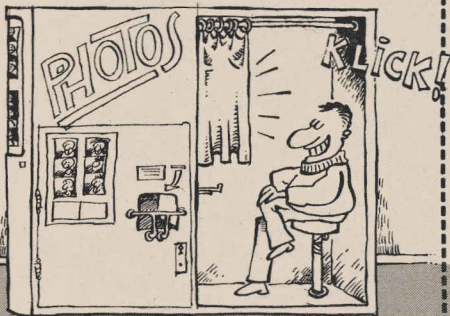
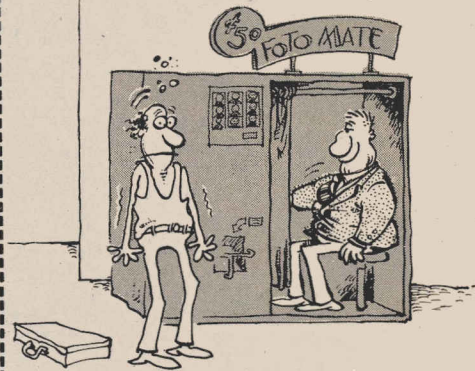
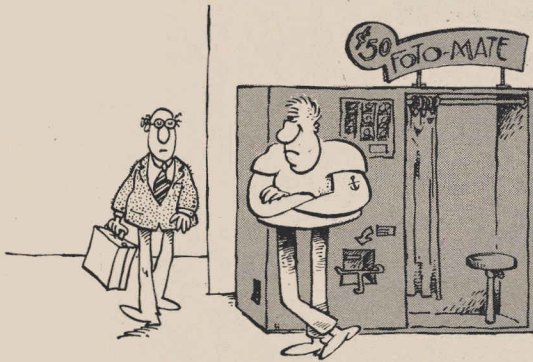
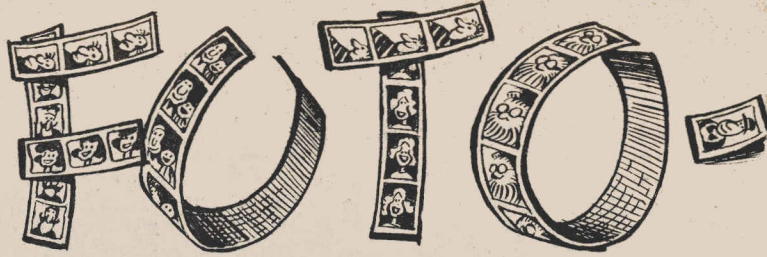
No... it's because she doesn't want anyone to know she **ISN'T** dancing here!!

SPLASH!

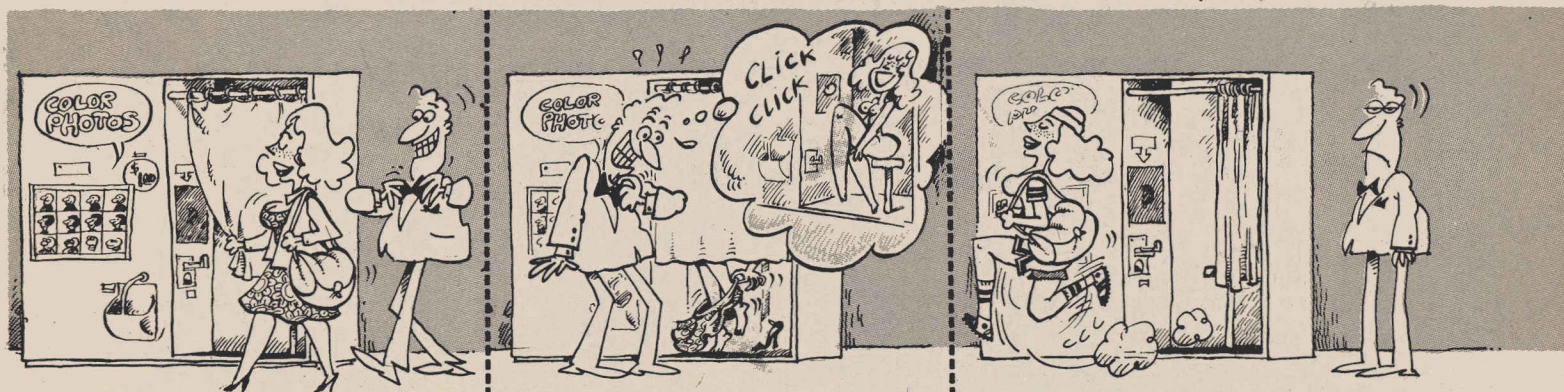




A MAD LOOK AT



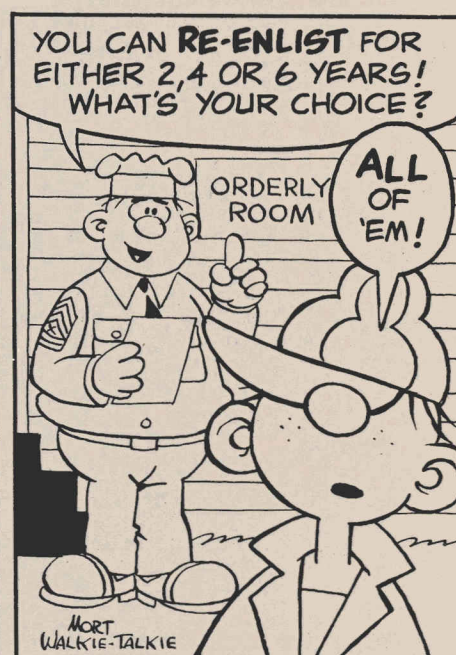
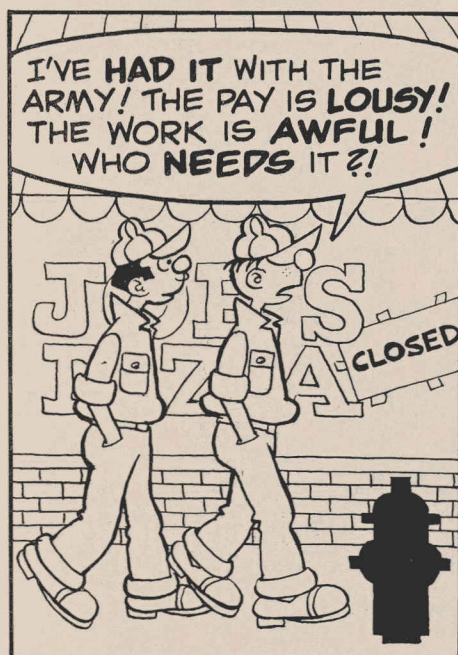
BOOTHS



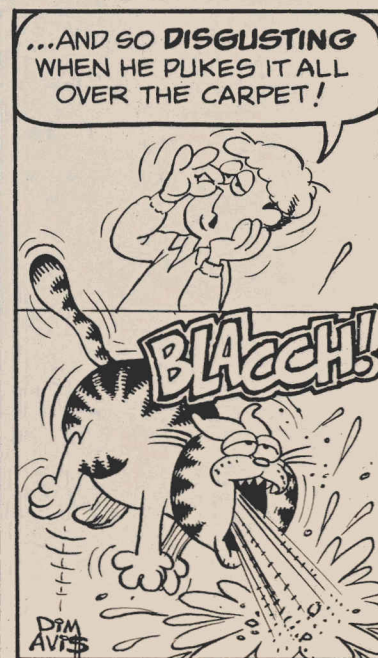
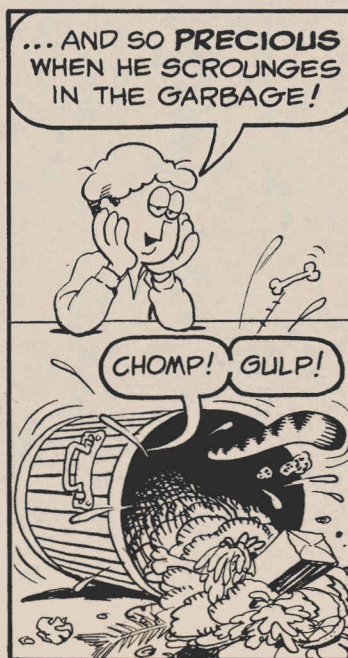
What's been happening in the comic strips these days? The same old stuff, as if you didn't know. Dagwood, Beetle Bailey and their syndicated buddies are still doing their usual things in their own private little insulated worlds. Wouldn't it be re-

IF THE REAL WORLD CAUGHT UP WITH

Beetle Bailey



Garfield



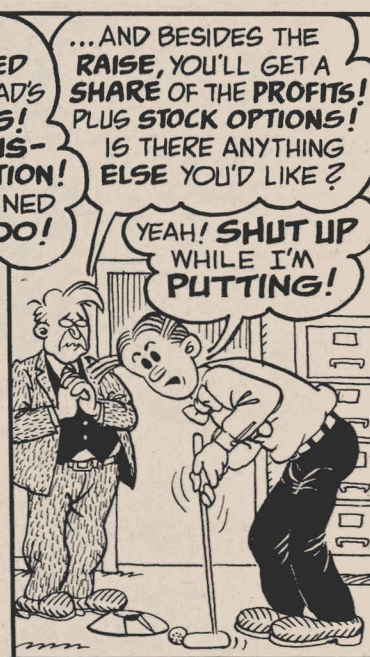
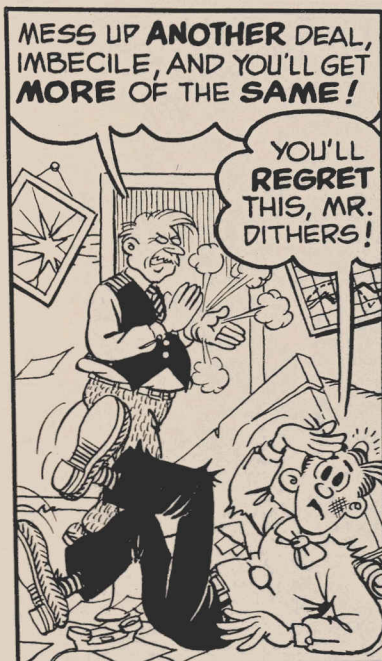
freshening if, just for a change, they got in touch with some of the cold, hard facts of today's real world? It sure would! But until that miracle happens, you'll just have to make do with the following MAD examples which show you what you'd have...

WORLD OF TODAY TH THE COMICS

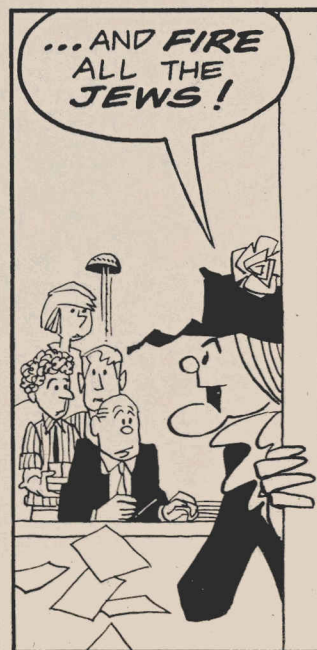
Blondie

ARTIST: GEORGE WOODBRIDGE

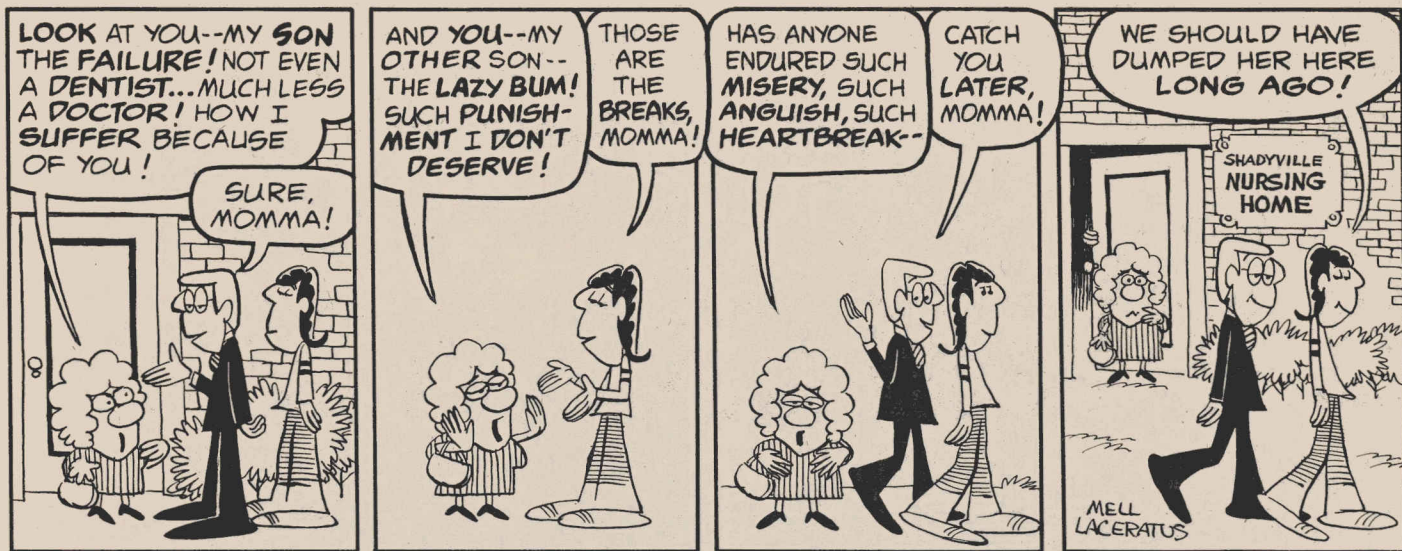
WRITER: FRANK JACOBS



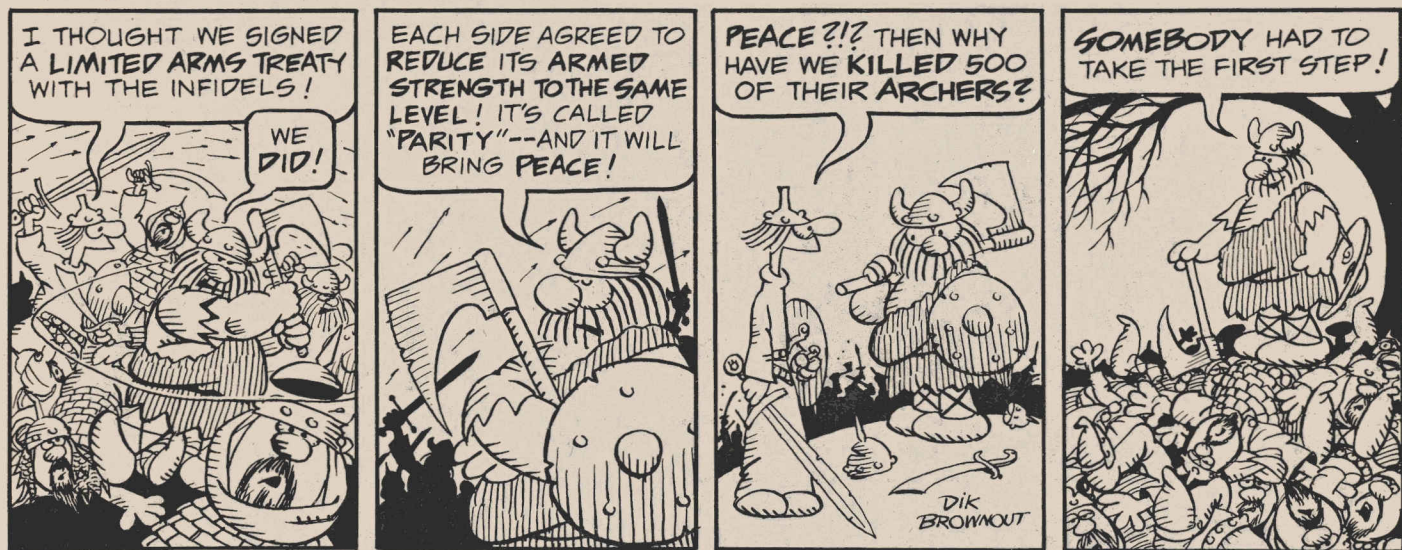
Agatha Crumm



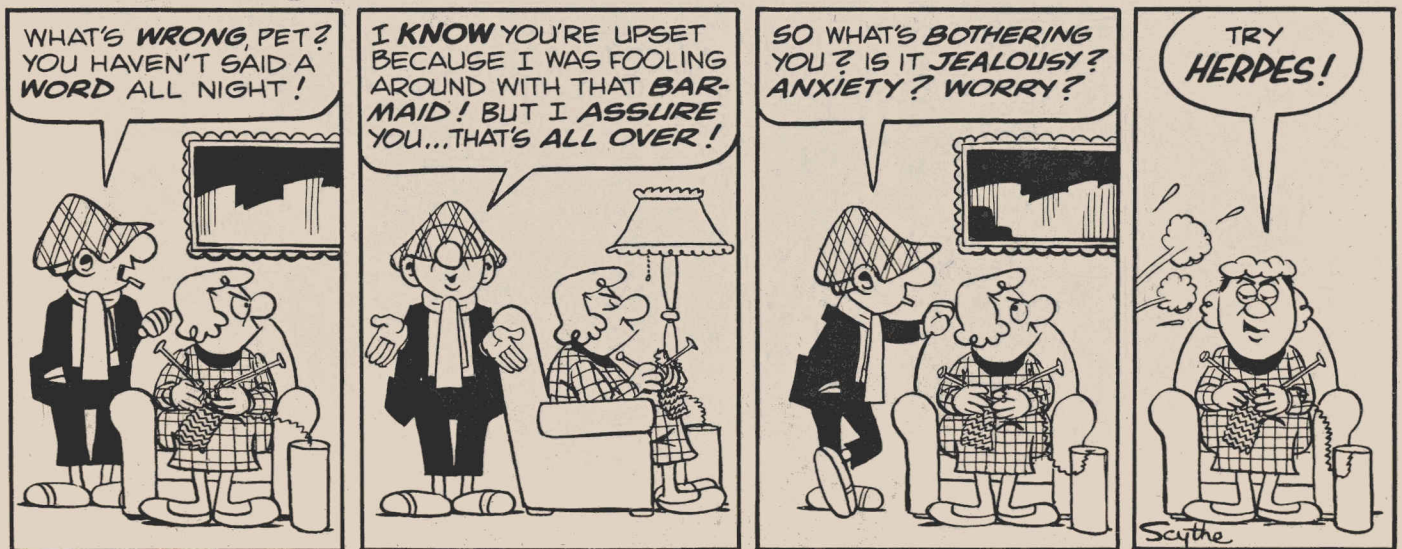
Momma

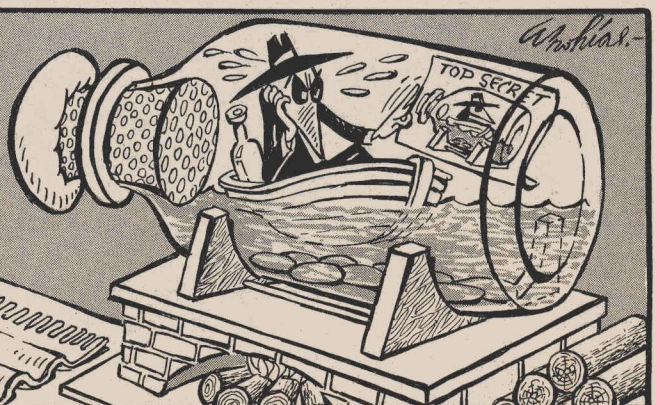
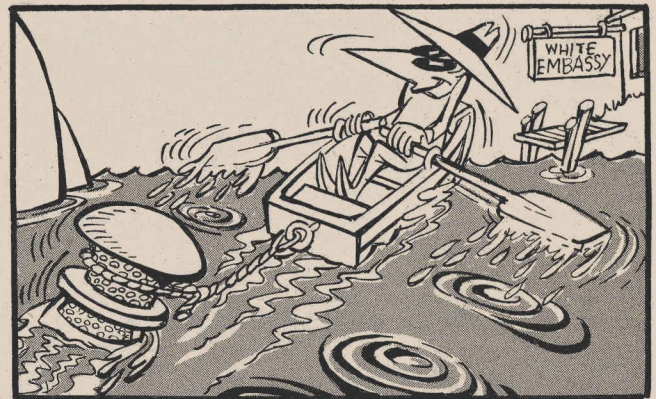
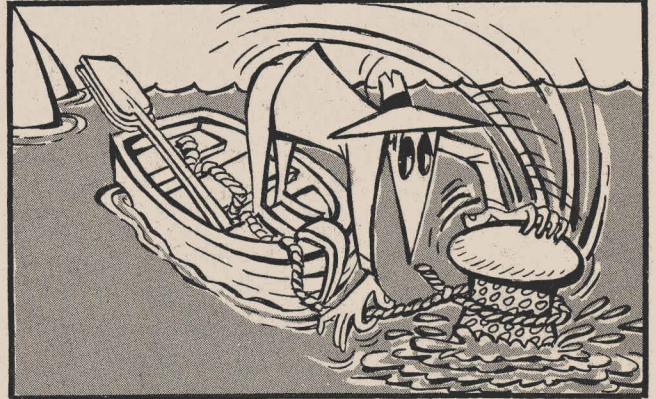
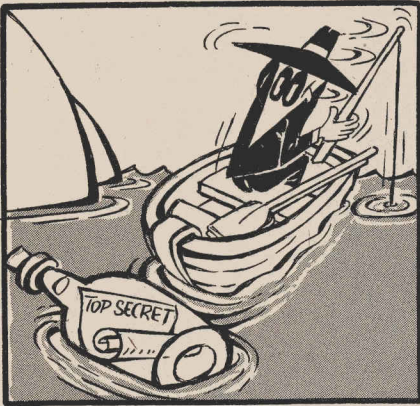


Hagar the Horrible



Andy Capp





VINTAGE WINES

... and we'd like a nice bottle of **Bordeaux**! Can you suggest a **good** year?

1978 was a marvelous... **absolutely stupendous** year!

Really...?! I've heard that 1978 wasn't that good!

Are you kidding?!

That was the year I got my **DIVORCE**!!



BERG'S-EYE VIEW DEPT.

THE LIGHTS

ANNOYING PETS

YIPE!

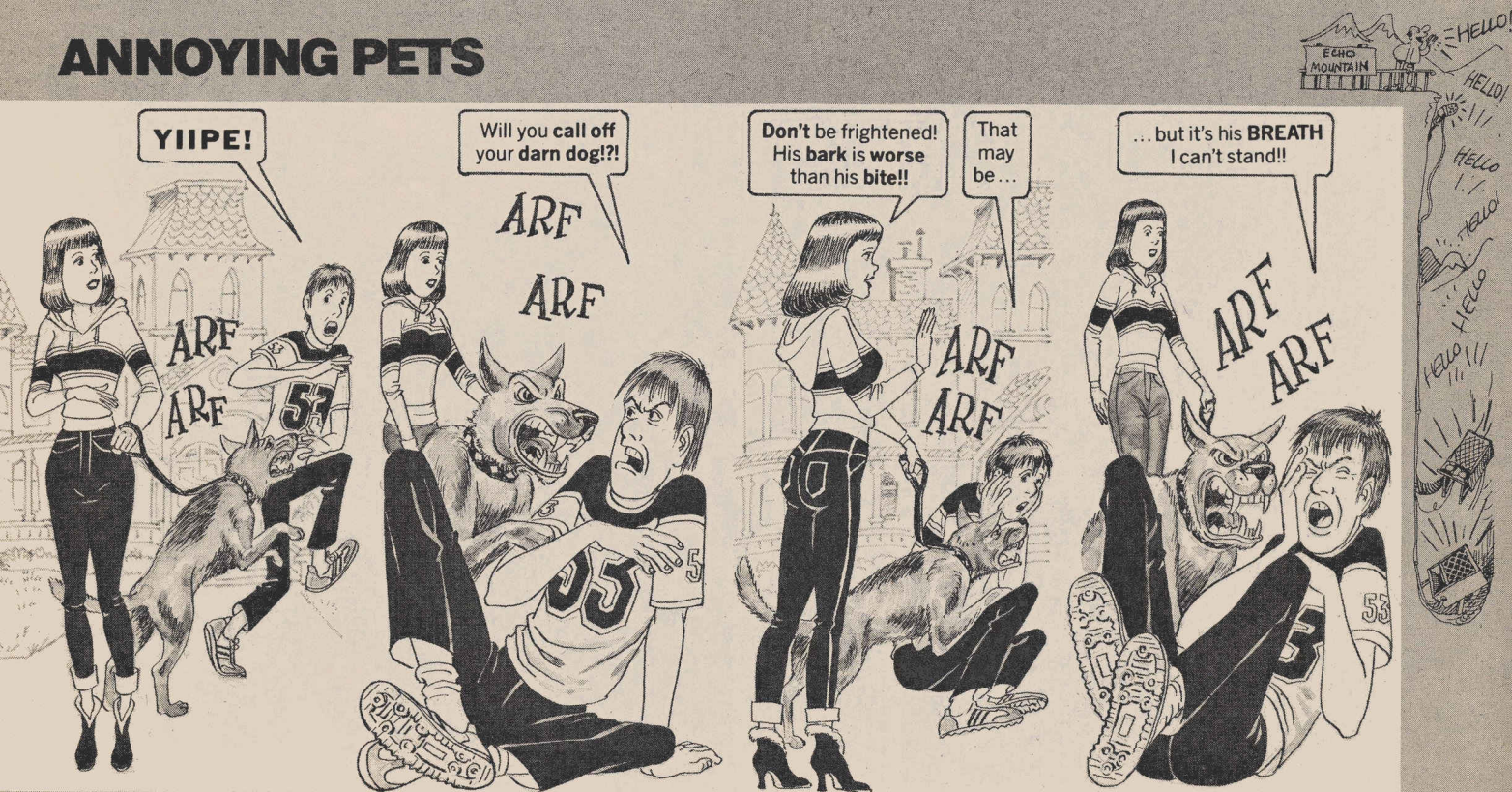
Will you call off your darn dog?!

ARF
ARF

Don't be frightened! His bark is worse than his bite!!

That may be...

... but it's his **BREATH** I can't stand!!



WINNING A BET



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

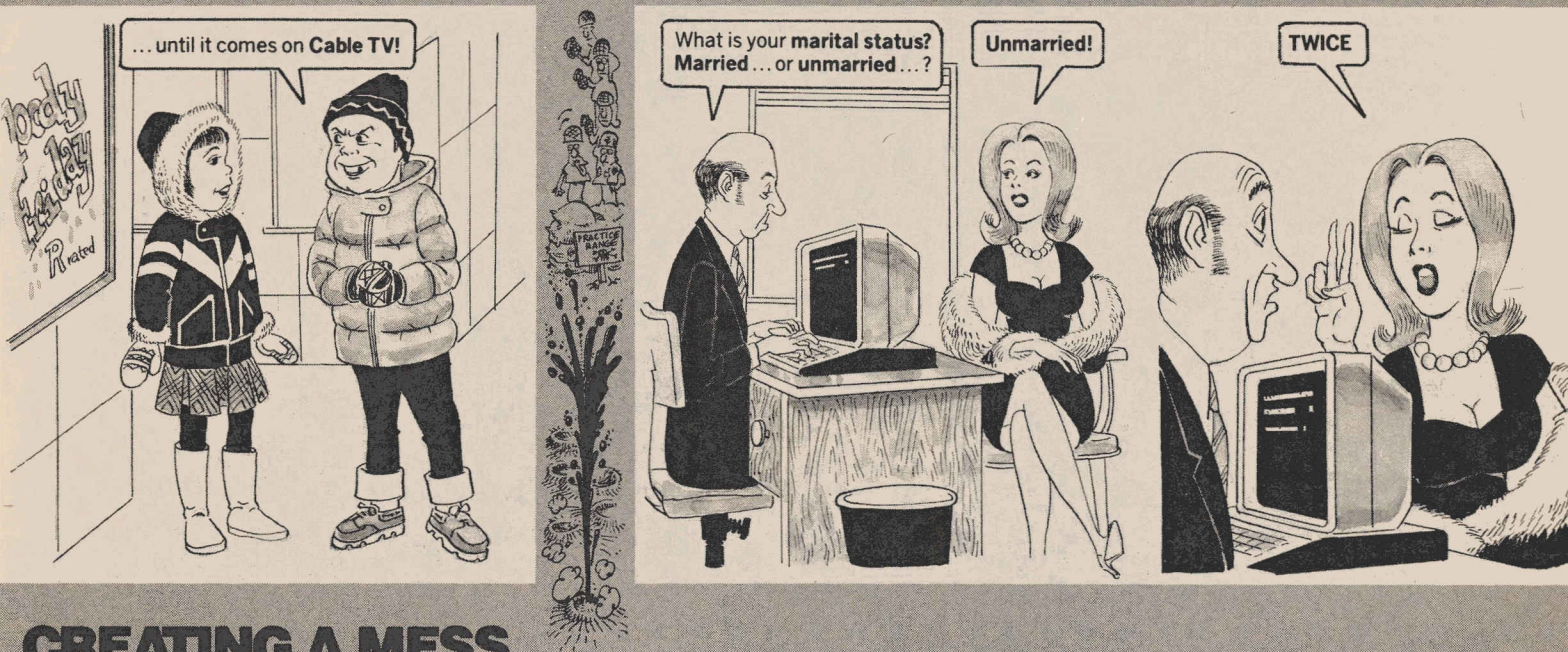
DINNER GUESTS



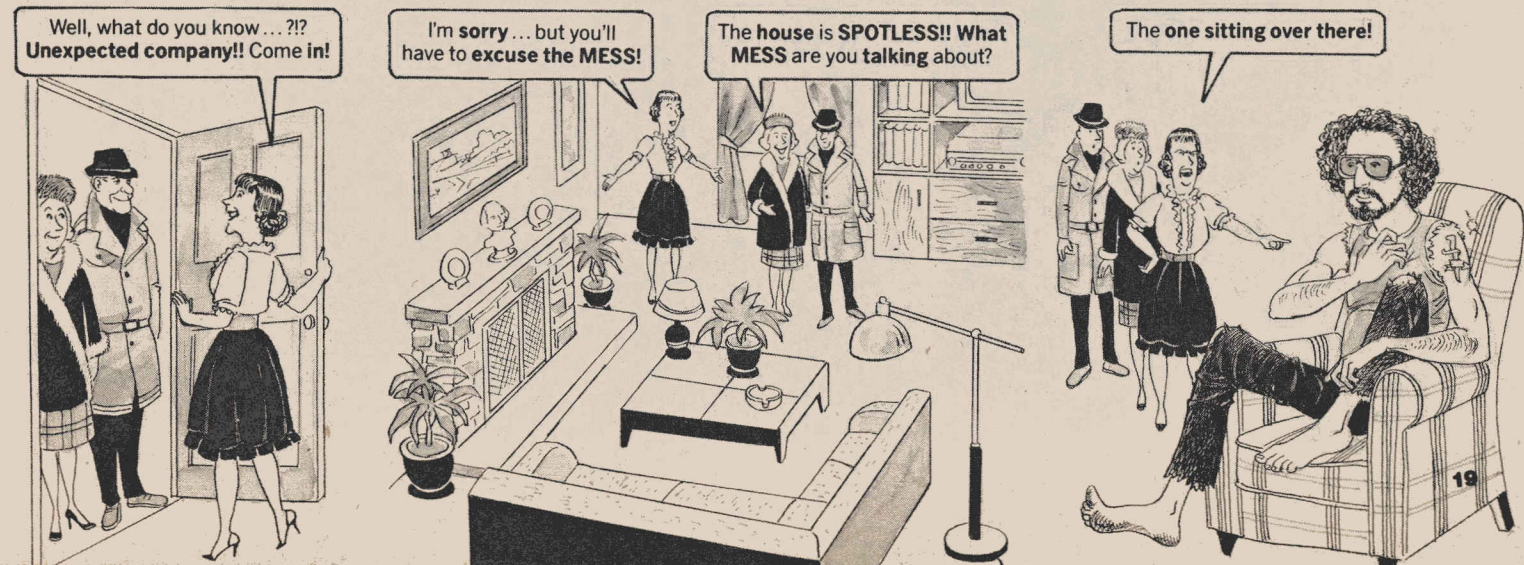
PROBLEM EATERS



JOB INTERVIEWS



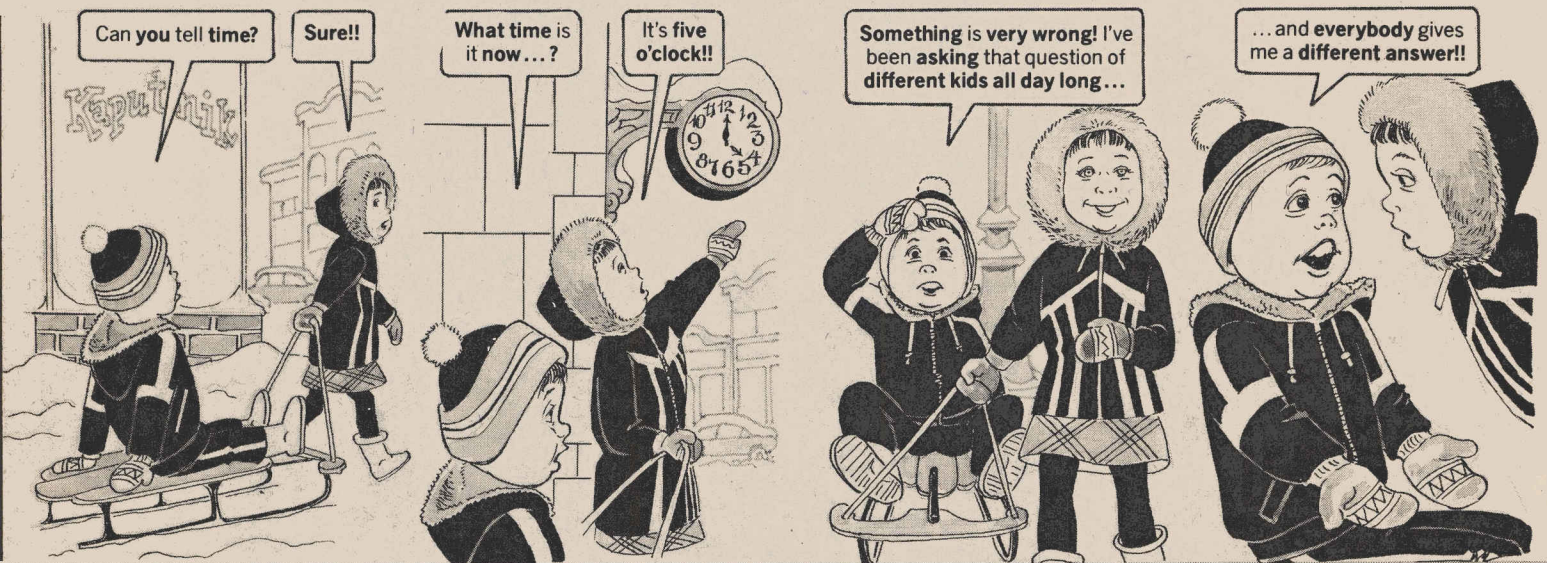
CREATING A MESS



GOING TO A PSYCHIATRIST



LEARNING TO TELL TIME



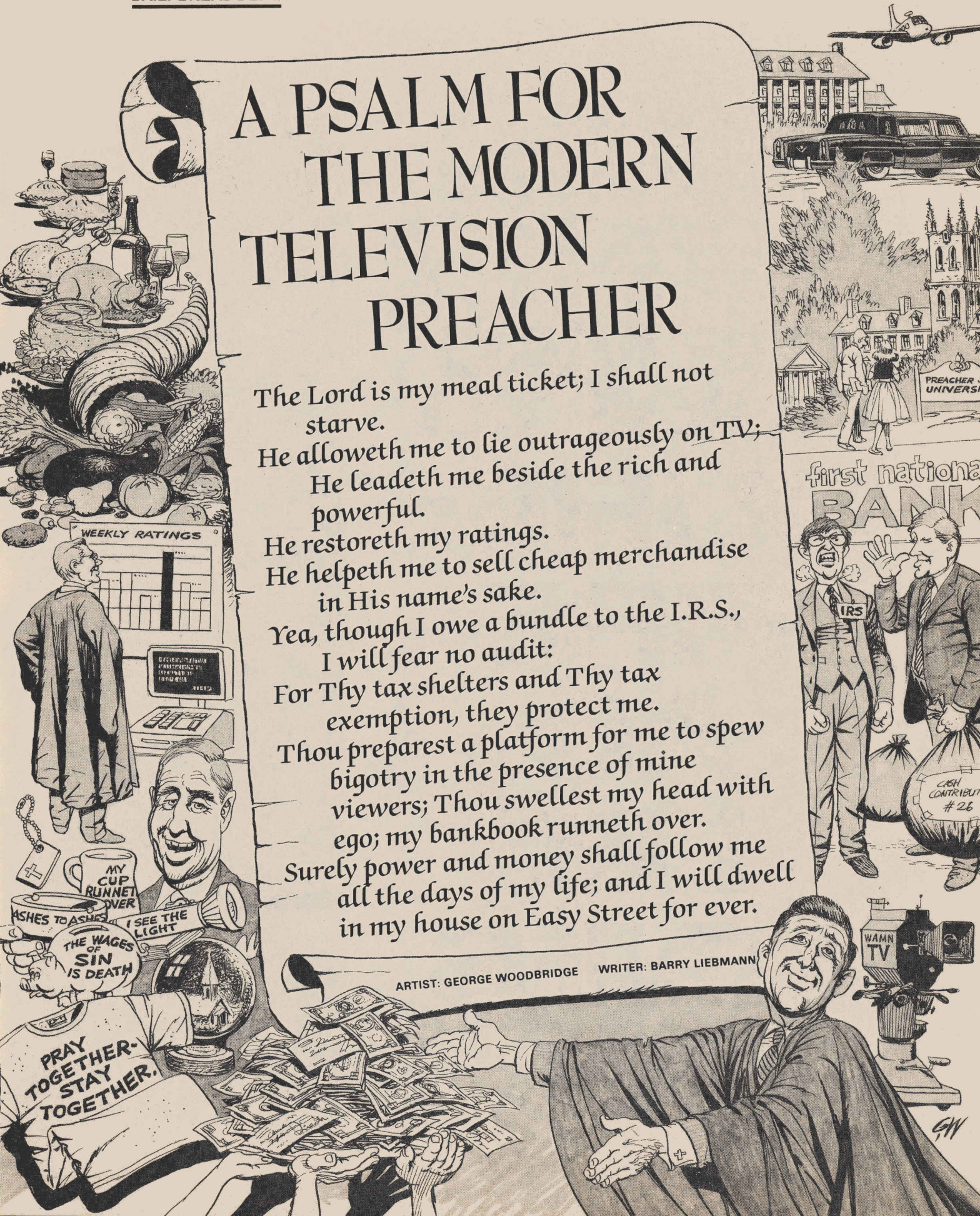
ARRIVING AT A COMPROMISE



A PSALM FOR THE MODERN TELEVISION PREACHER

The Lord is my meal ticket; I shall not
starve.
He alloweth me to lie outrageously on TV;
He leadeth me beside the rich and
powerful.
He restoreth my ratings.
He helpeth me to sell cheap merchandise
in His name's sake.
Yea, though I owe a bundle to the I.R.S.,
I will fear no audit:
For Thy tax shelters and Thy tax
exemption, they protect me.
Thou preparest a platform for me to spew
bigotry in the presence of mine
viewers; Thou swellest my head with
ego; my bankbook runneth over.
Surely power and money shall follow me
all the days of my life; and I will dwell
in my house on Easy Street for ever.

ARTIST: GEORGE WOODBRIDGE WRITER: BARRY LIEBMANN



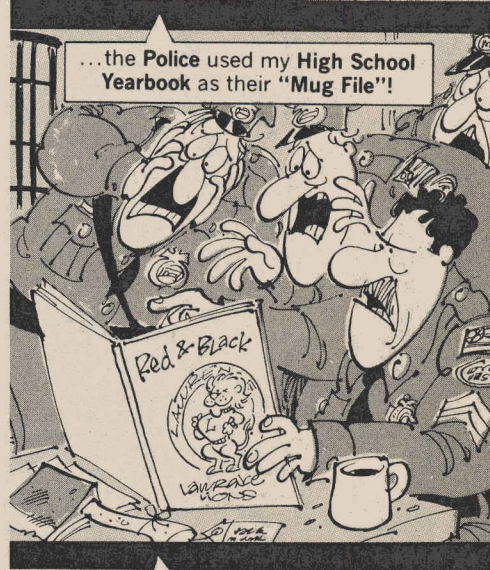
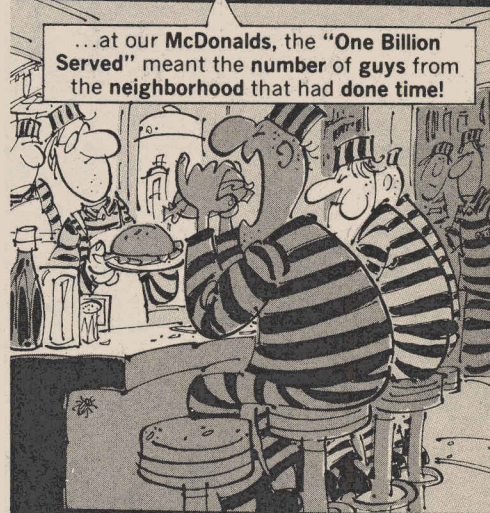
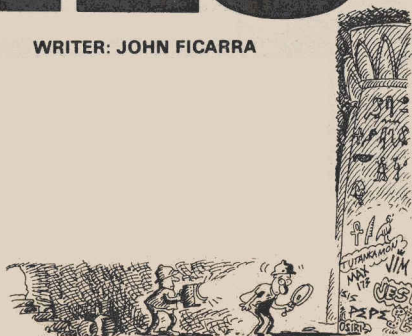
REPLY-IN-THE-FACE DEPT.

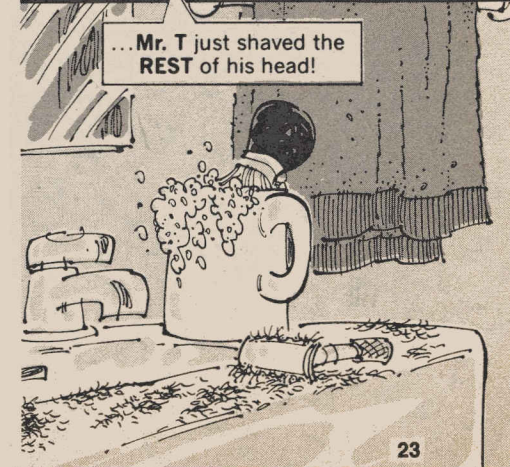
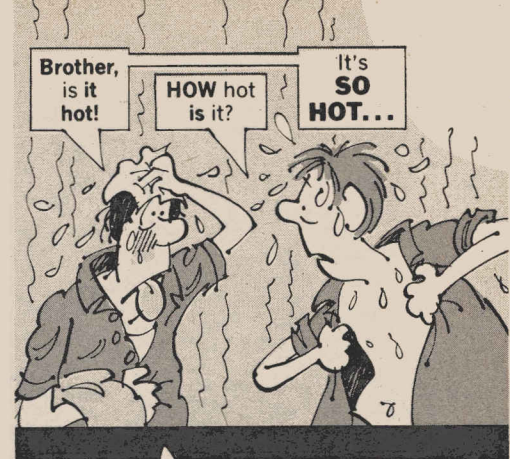
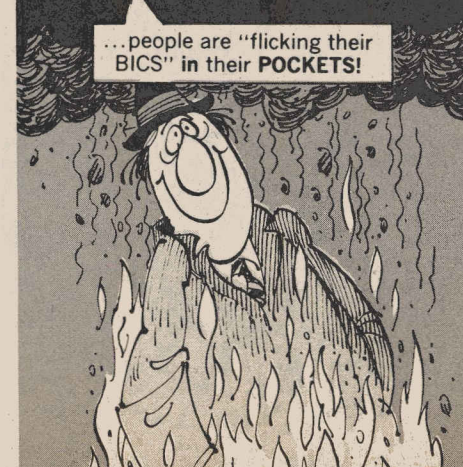
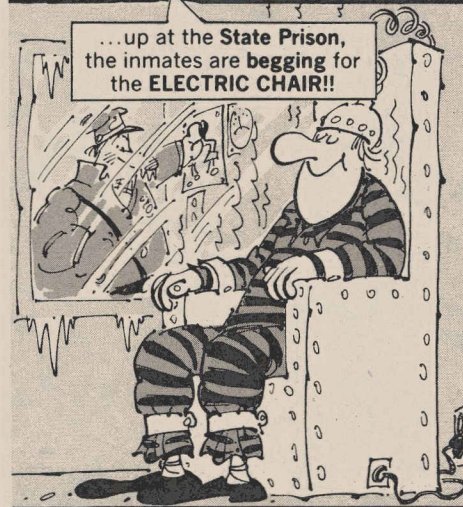
Everyone knows that Johnny Carson makes over \$5 million a year. One reason he does is because of his extraordinary ability to “ad lib”...to spew out hilariously funny one-liners right off the top of his head. Unfortunately, the average clod—meaning you—when trying to impress friends and influence people, is no Johnny Carson! In fact, most of you aren’t even an Ed McMahon! But not to worry! Here comes MAD to your rescue! After this, the next time someone throws you even the slightest hint of a straight line, you’ll be all loaded up and ready to let fly with a barrage of one liners guaranteed to earn you big yuks...because you will have read and memorized...

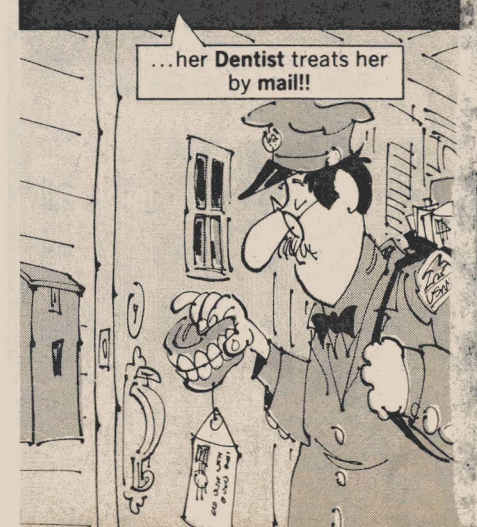
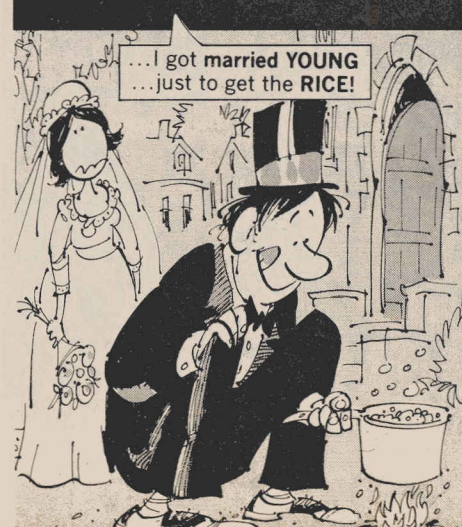
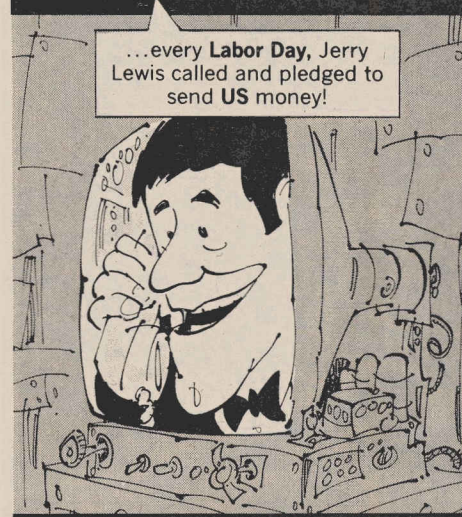
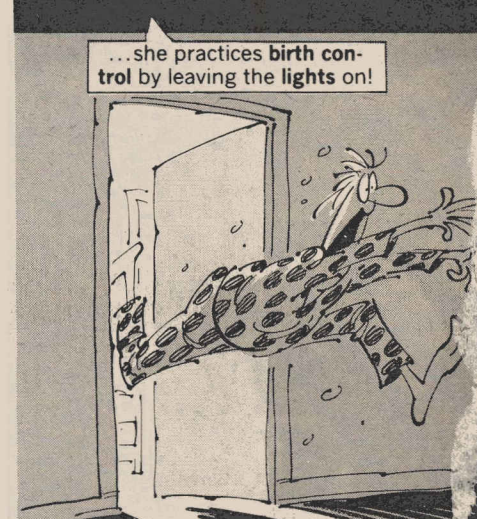
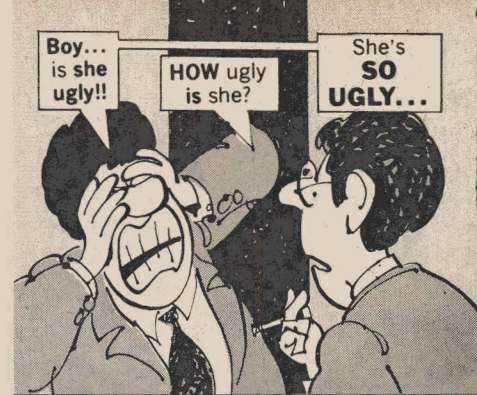
THE MAD GUIDE TO SURE- FIRE AD LIB LINES

ARTIST: PAUL COKER

WRITER: JOHN FICARRA







**HERE WE GO AGAIN WITH YET ANOTHER
RIDICULOUS SUPER SPECIAL PORTFOLIO!**

50 (yecch!) PAGES*
Direct from the
Cluttered,
Twisted, &
Utterly Confused

Mind of
ALL
JAFFEE

A Man About Whom
Much Has Been Said—

Although good taste prohibits
us from repeating any of it here!



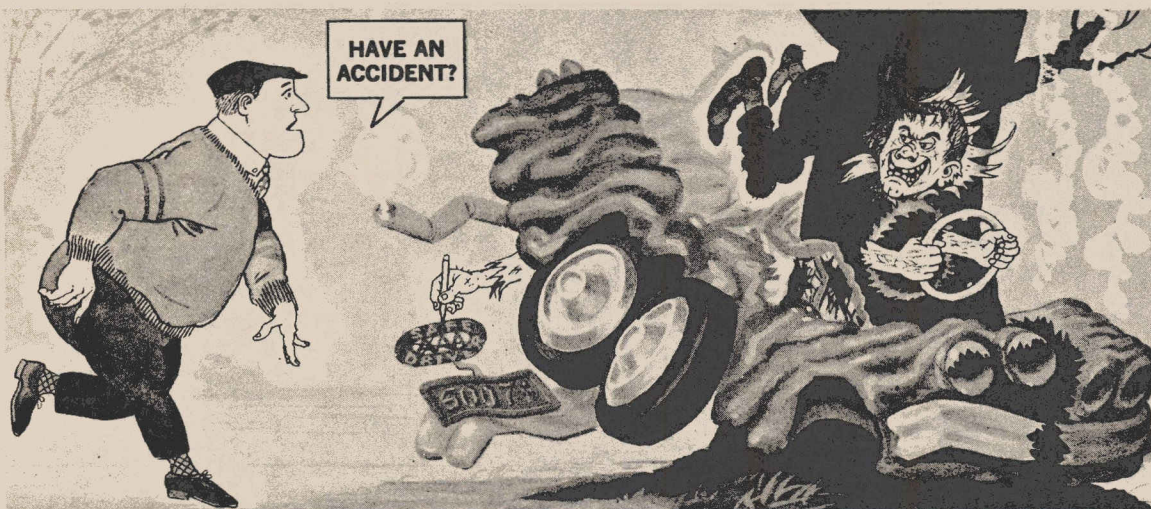
***including this one!**

PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

Are you plagued by clods who ask stupid questions? We mean the kind of questions to which the answers are painfully obvious. Doesn't it drive you nuts to have to give such answers? Don't you wish you could come up with snappy

answers that would put these dolts down, like the comics on TV always do? Well, you can! All you need is a sense of humor, a little practice, and a mean, rotten disposition. You also need to convince yourself that there is

MAD'S SNAPPY ANSWERS



No, thanks!
I already
have one!

No, I'm a
modern
sculptor!

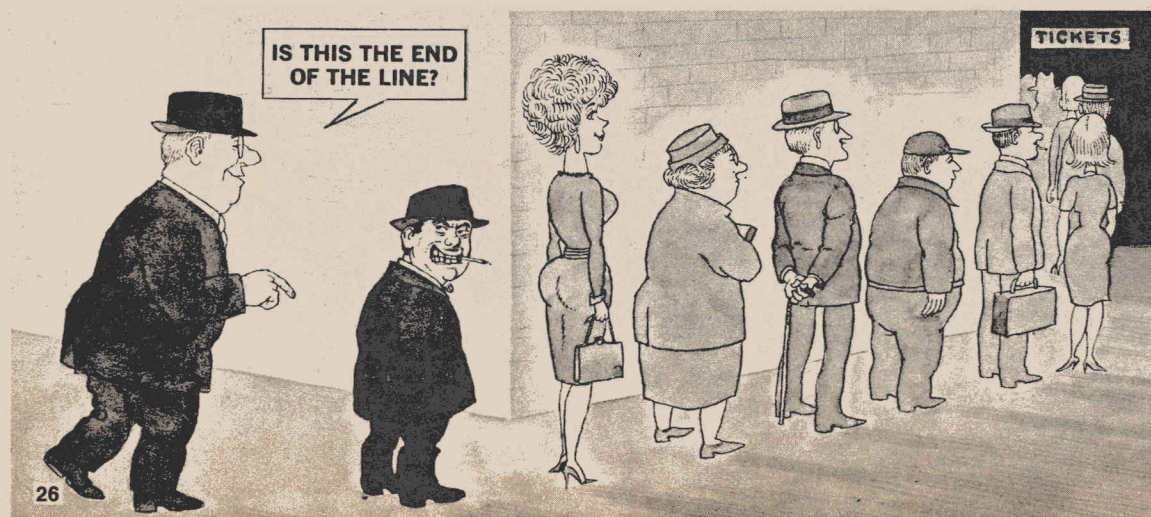
No, I'm
starting a
junk yard!



No, I'm
doing
The Frug!

No, I'm
studying to
be a kangaroo!

No, I'm
hitchhiking to
the bathroom!



No, it's the beginning!
We're all facing backwards!

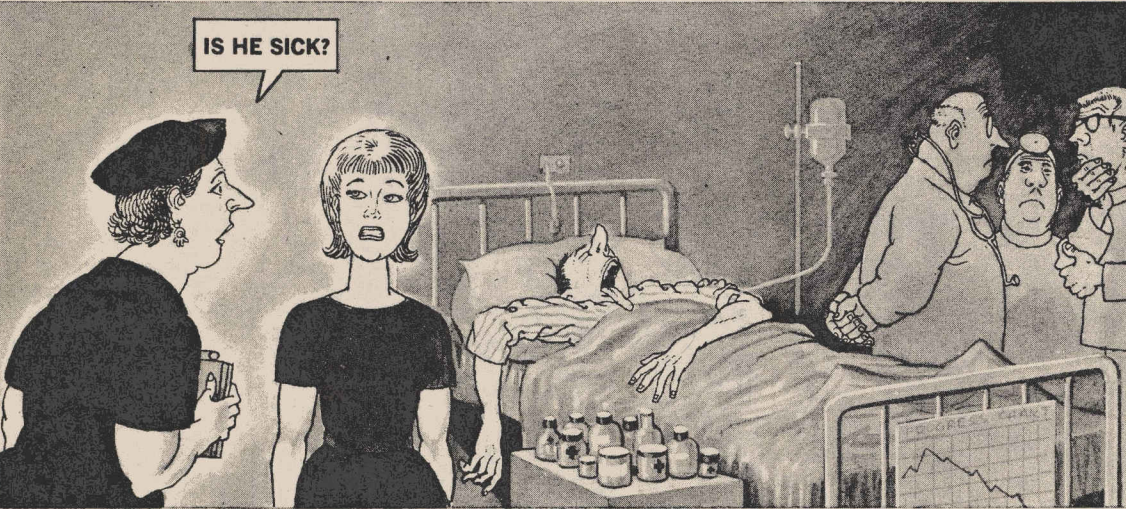
No, it's the end of a freight
train, and I'm the caboose!

No, it's a group of casual
strollers, who, by some
fantastic coincidence, have
come to stand one behind
the other at this one spot!

nothing worse than stupid clods who ask pointless unnecessary questions. Is that clear? Do you understand what we mean? Are we getting the point of this article across to you? Isn't this the perfect time to come up with one of them snappy answers? Okay! Study the typical situations on these pages and practice giving the snappy answers we've printed. Then start making up your own. Before long you'll see how gratifying it is to humiliate people with

TO STUPID QUESTIONS

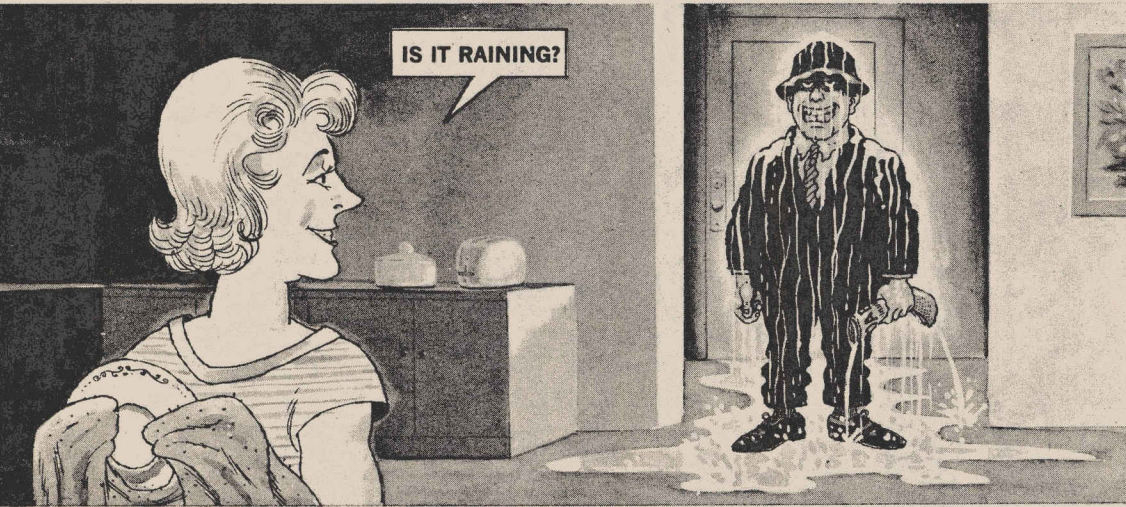
ARTIST & WRITER: AL JAFFEE



No, he's resting up for his **World Championship** fight tonight!

No, he's rehearsing a new comedy routine!

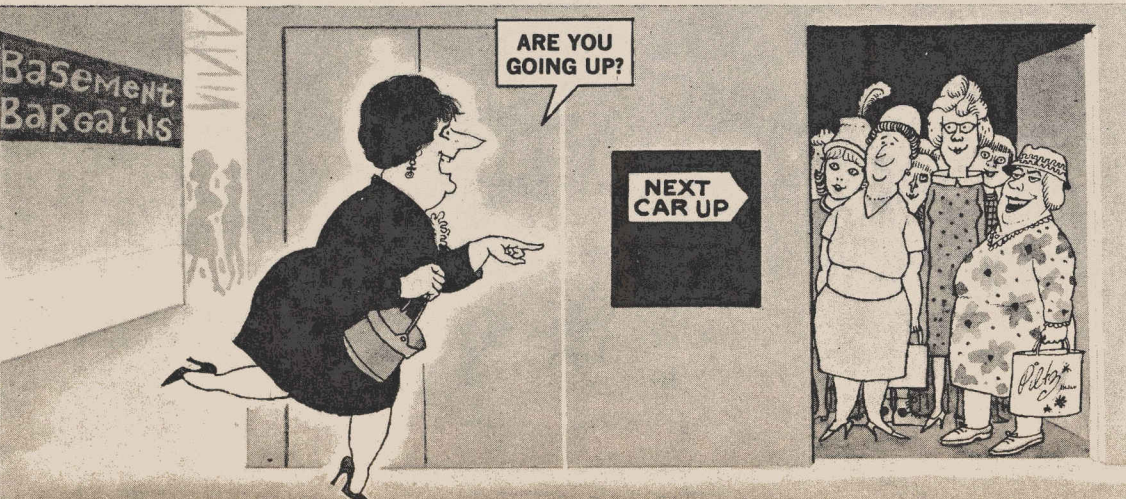
No, he's just taking a short **four-week** nap!



No, I always shower with my clothes on before I come into the house!

No, I came home by **sewer**!

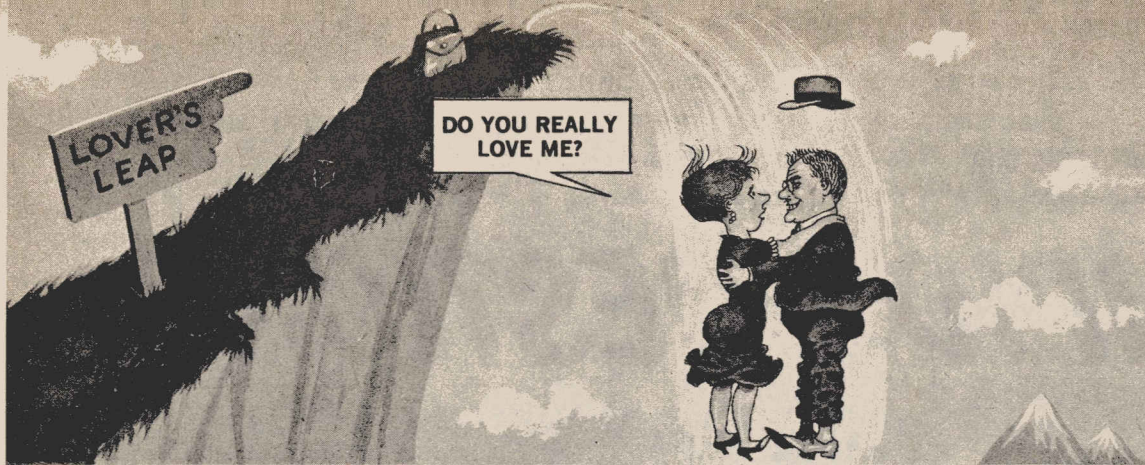
No, it's hot out and I'm sweating!



No, we're going to fool everybody and go **sideways** this time!

No, we're standing still! You must be going down!

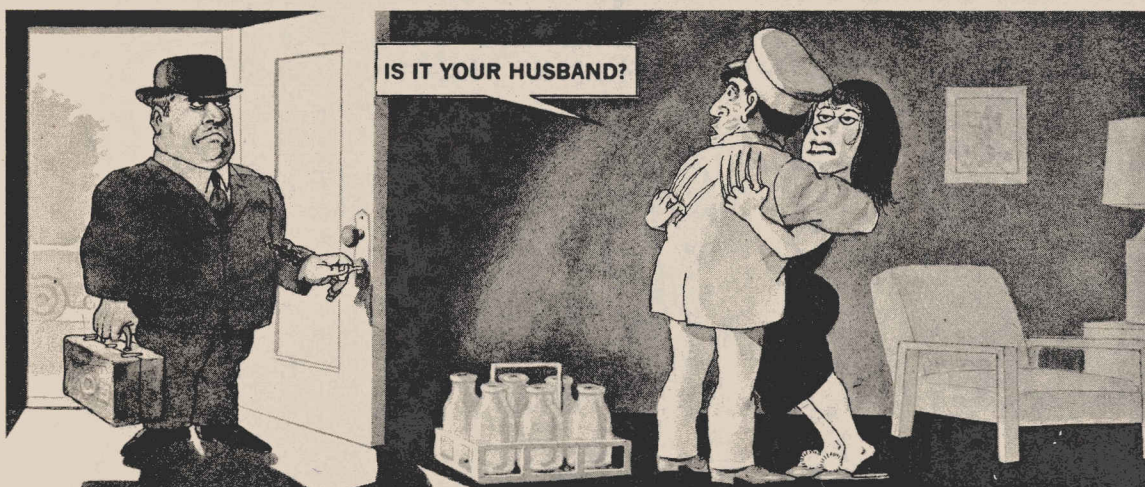
No, this is a **phone booth** and we're trying to see how many college students we can pack into it!



No, tomorrow I'm doing this with another girl!

No, but in time, I'm sure I can learn to!

Love—shmuv—live for the moment, I always say!



No, it's **Goldilocks** wondering who slept in her bed!

No, it's **Alan Funt**, and we're on "**Candid Camera**"!

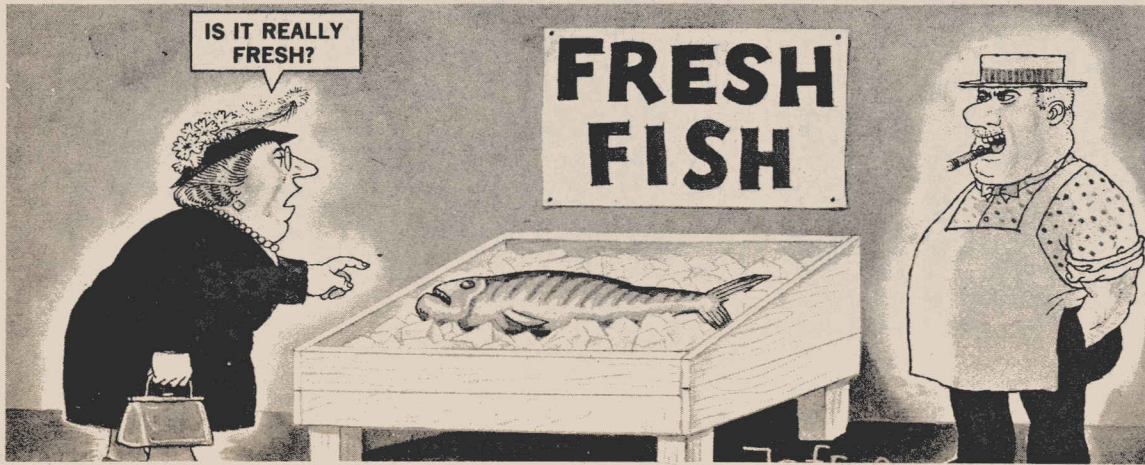
No, it's some two-timed, infuriated, cuckold total stranger who's going to kill us!



No, I'm just worn out from turning the pages of my newspaper on the ride home!

No, it's the lunchtime cavorting at the **Playboy Club** that does me in!

No, I'm practicing for the lead in "**Death of a Salesman**"—if it's ever revived!



No, it's very well-mannered!

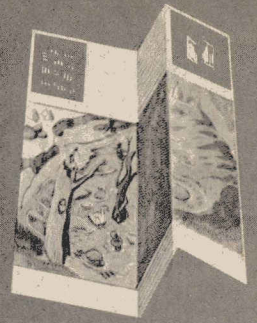
No, we're testing a new and improved room deodorant!

No, it's just that I don't know how to spell "**ROTTEN**"!

**WHAT PARTICULAR
SPECIES IN OUR
ENVIRONMENT IS
SURE TO GET
SPECIAL
PROTECTION
FROM ANY WINNING
CANDIDATE?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

There are many creatures in our environment that look to our elected officials for their survival. But one particular animal has no worries at all because it is always fully protected by the winning candidates. To find out which species this is, fold in page as shown.



FOLD PAGE OVER LIKE THIS!

A

FOLD THIS SECTION OVER LEFT

B

FOLD BACK SO "A" MEETS "B"



**FIERCE FIGHTS FOR SURVIVAL AFFECT SPECIES AT
ALL LEVELS OF OUR ENVIRONMENT. BUT EVERY
CANDIDATE WHO WINS HAS ONE SPECIES HE PROTECTS**

A

B

ARTIST & WRITER:
AL JAFFEE

INHALE-SAFE DEPT.

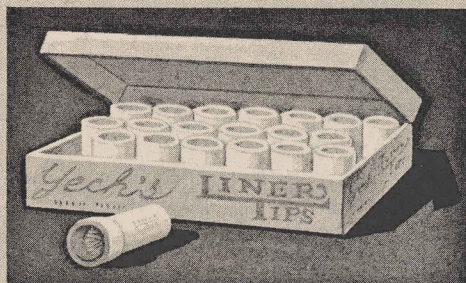
Smoking has been linked with so many horrible sicknesses, you'd imagine that everybody would be giving it up. Not so! Most smokers simply cannot! And so—they are now doubly-plagued! Not only are they deteriorating physically from smoking, but mentally, too—from worrying about it. In order to help all these poor trapped souls, we now offer...

SOME MAD DEVICES FOR SAFER SMOKING

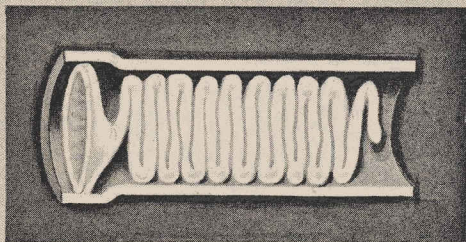
ARTIST & WRITER: AL JAFFEE

Cigarette smoking is largely a nervous habit in which the act of "lighting up" and "taking a deep drag" is more important than the actual smoke!—so say leading

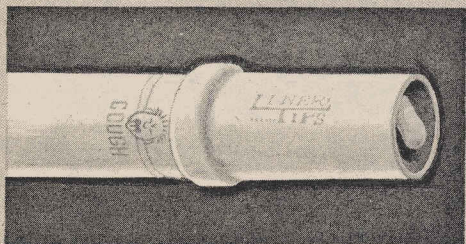
DISPOSABLE LUNG-LINER TIPS



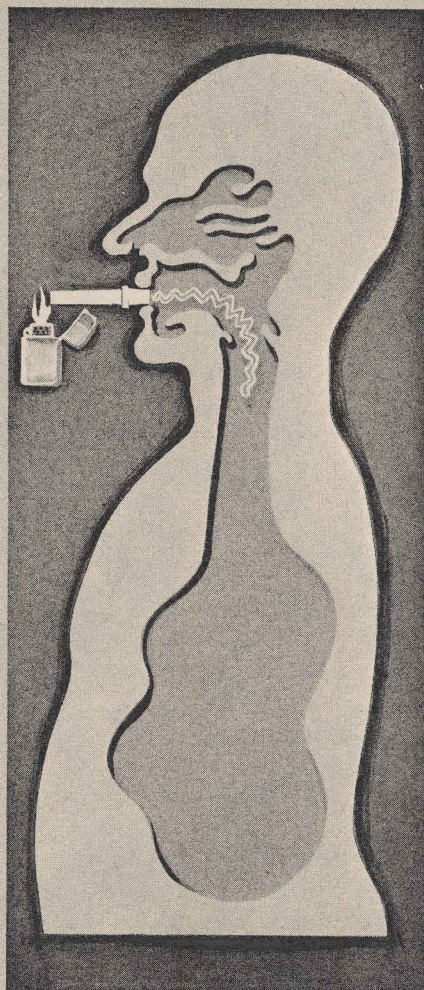
"Lung-Liner Tips" come in boxes of 20 to accommodate regular pack of cigarettes.



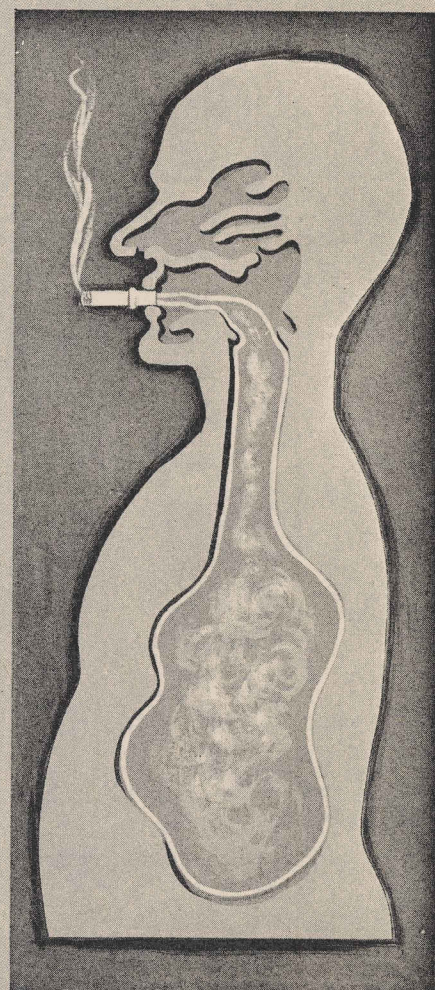
X-Ray view of Tip reveals folded plastic bag inside.



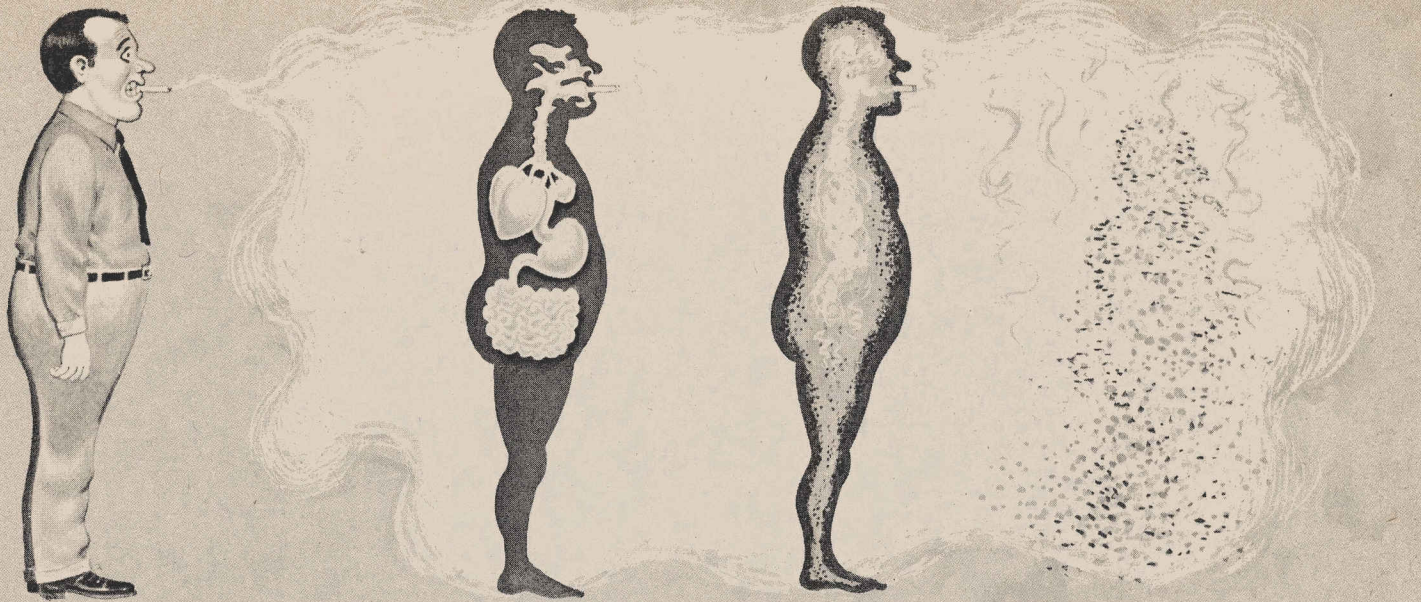
Liner Tip attaches to the cigarette, and looks just like a regular filter tip.



As smoker inhales, folded plastic liner is drawn down throat into lungs. Plastic is extremely thin, clings like Saran Wrap to insides.



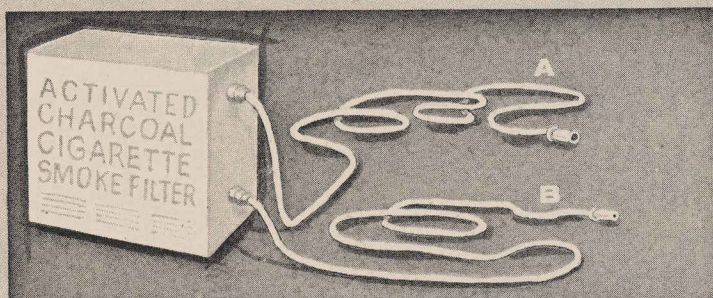
Thus, "Lung-Liner" transmits 90% of smoker's sensation with 100% safety. After use, liner is easily withdrawn for convenient disposal.



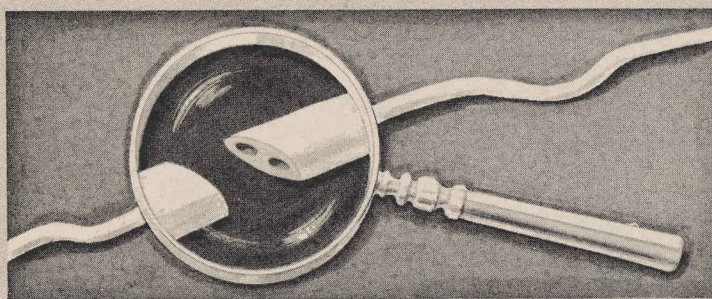
A SMOKER'S MENTAL PICTURE OF WHAT'S HAPPENING INSIDE HIM

psychologists. With this in mind, MAD has designed—and now offers—these devices which retain the main actions of smoking while eliminating the smoke itself...

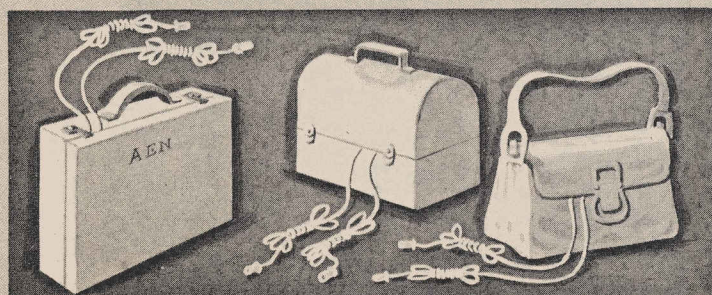
PORTABLE FILTRATION UNITS



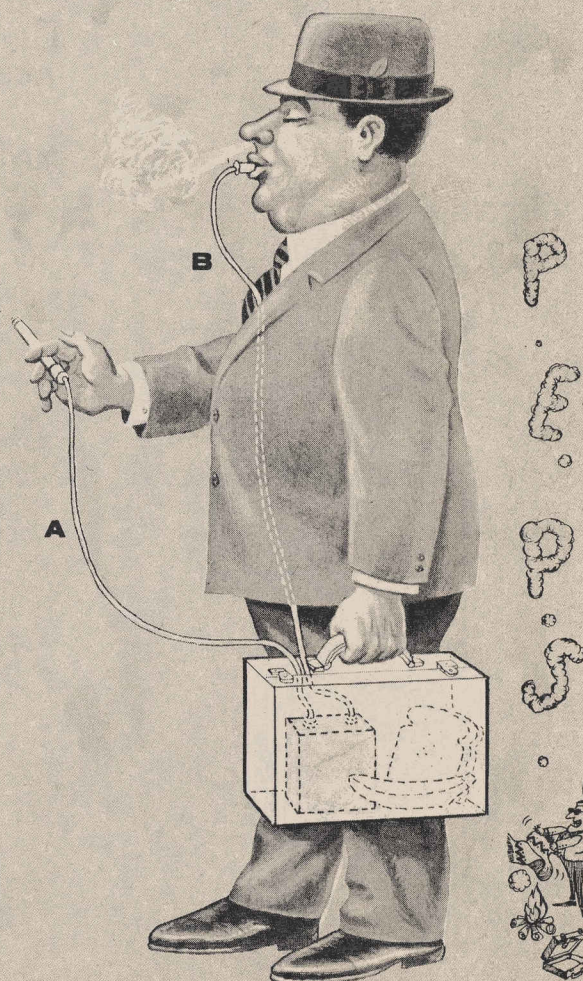
"Filtration Unit" is small, but efficient version of a Military Gas Mask canister.



Close up of cross-section shows pinch-proof construction of tubes "A" and "B".

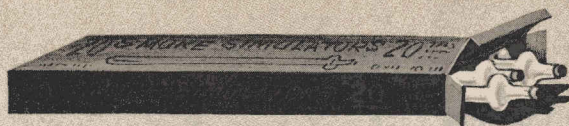


Filtration Units can be fitted into any number of portable containers, such as attache case, lunch box, handbag, etc.

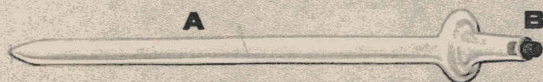


In use, when smoker inhales, harmful smoke travels down from cigarette thru tube "A" to Filtration Unit, returns as pure fresh air thru tube "B" to healthy satisfied smoker.

SMOKE SIMULATORS



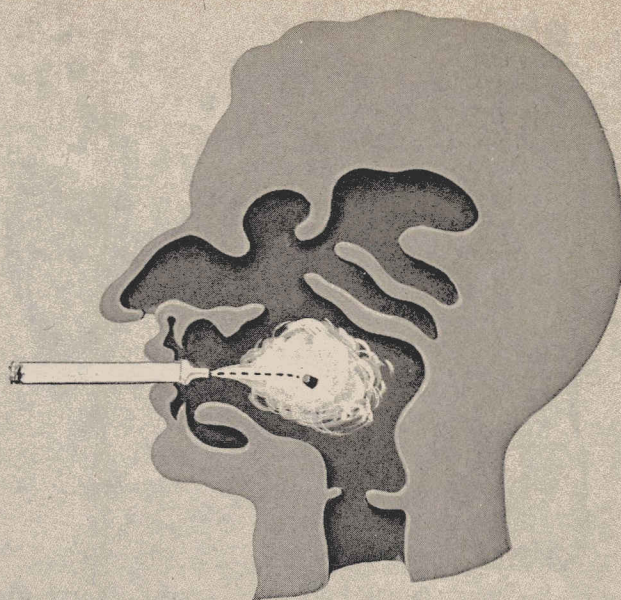
"Smoke Simulators" also come in boxes of 20...providing one for each cigarette.



Simulators are hollow Pyrex tubes filled with water "A" and corked at one end "B".



Inserted into cigarette, note how disc "C" blocks smoke, seals off end of cigarette.

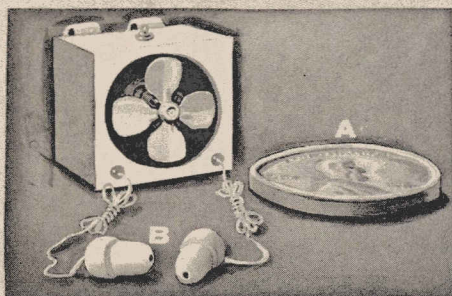


As smoker lights up, hot ash of cigarette boils water in Pyrex Simulator tube. Steam pops cork (which is made of edible material and can be swallowed safely). The steam feels just like smoke. Tests

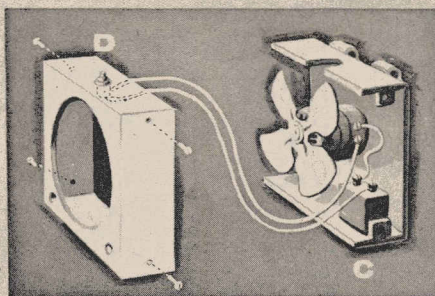
in dark rooms proved this: A smoker cannot distinguish between real smoke, hot air, or steam. Now, smoking with a cold (using Simulator) is not only enjoyable, but downright soothing and healing as well!

The following devices are for the confirmed smoker who must taste the real smoke if he is to be satisfied. For

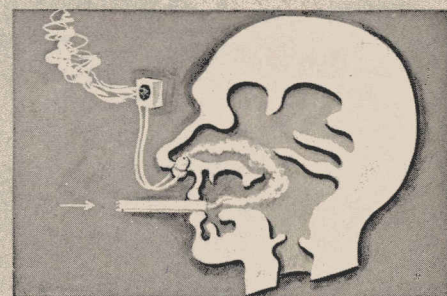
NASAL EXHAUST FAN



Tiny "Nasal Exhaust Fan" (Note size of penny "A"!) has flesh-tone tubes and nose plugs "B".



Tiny fan motor is powered by long-lasting battery "C" and is controlled by switch "D".

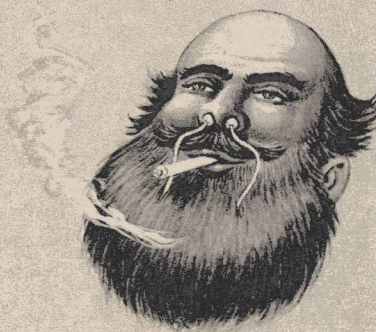


In operation, fan pulls smoke from cigarette up through nose, thus avoiding throat and lungs.

Attached to eyeglasses



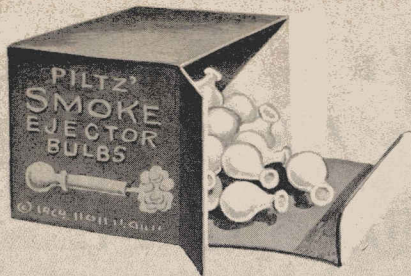
Hidden in beard



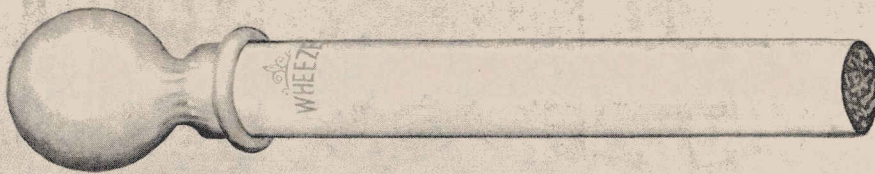
Used like a hearing aid



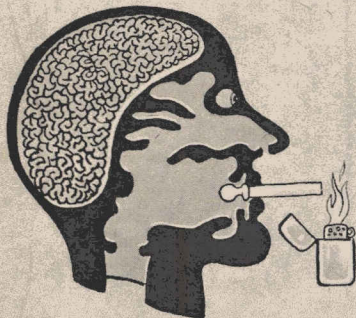
SMOKE-EJECTOR BULBS



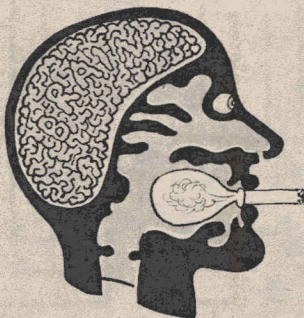
"Smoke-Ejector Bulbs" are small balloon-like objects



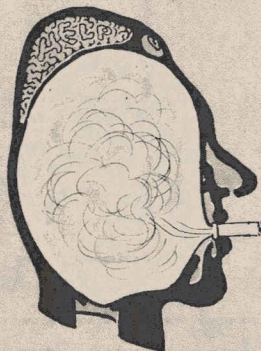
They attach easily to the mouth end of any cigarette, filtered or unfiltered.



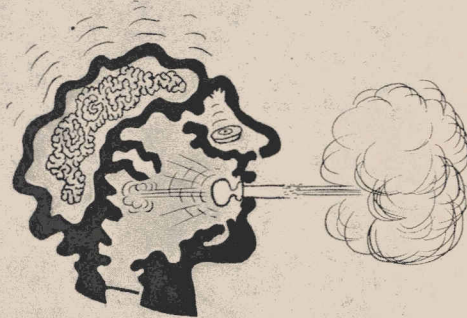
Smoker inserts cigarette—with "Smoke-Ejector Bulb" attached—into mouth, and lights cigarette normally.



As smoker begins to inhale, the Ejector Bulb begins to fill with smoke and expand.



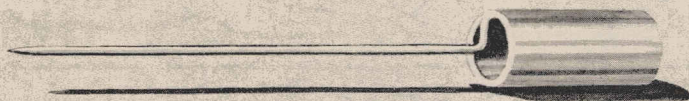
Smoke-Ejector Bulb keeps on expanding as long as smoker is able to keep on inhaling.



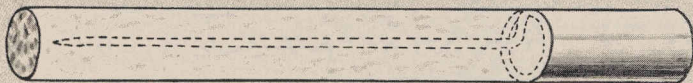
If smoker releases tension, Bulb collapses and smoke is ejected without ever touching the inside of his mouth.

him, cutting down the amount and the intensity of smoke taken in may at least reduce the danger to some degree.

"HOT LIPS" DISCOURAGER



The "Hot Lips" Discourager is made of an extremely high heat-conducting silver rod with a silver tip at the end.



Silver rod is inserted into cigarette, and silver tip fits flush to cigarette-end like an expensive holder.

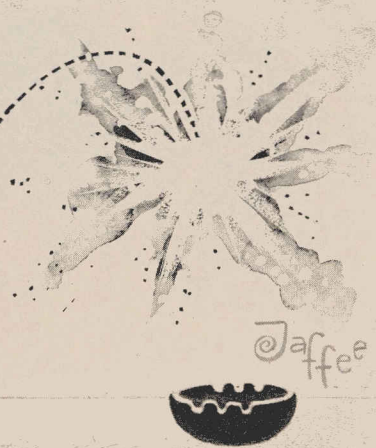


As smoker begins to puff, silver rod heats up fast and transmits heat to end which sears smoker's lips. Hardy smokers may stick till half the cigarette is gone, but average threshold of pain makes most quit $\frac{1}{4}$ way thru.

THE "PSYCHOLOGICAL WARFARE" INSERT



This ingenious insert looks like a solid metal spike, but is actually hollow. Somewhere between "A" and "B" there is an explosive charge. When inserted into the center of the cigarette with the "Safety Zone" toward the end to be lit, it affords a short time to enjoy the smoke. However, any daring smoker who has the explosive charge blow up in his face usually never ventures past the "Safety Zone" again.



Smoker who almost waited too long before disposing of butt.

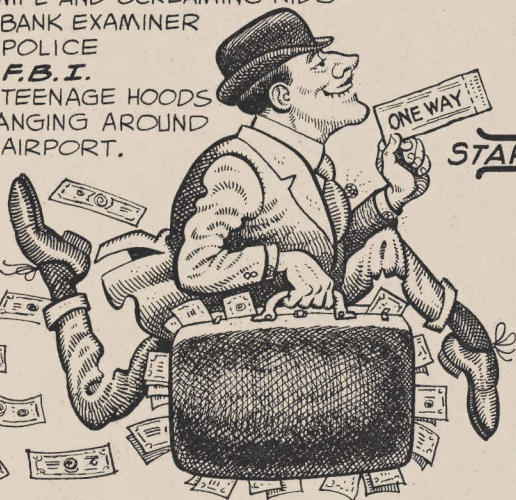
MAD'S PUZZLE

ARTIST & WRITER: AL JAFFEE

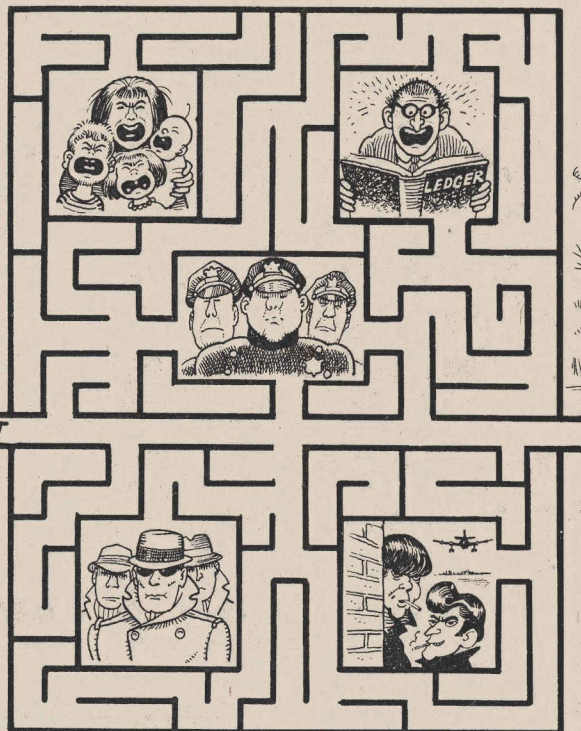
A TRIP TO BRAZIL

CHARLIE FINSTERNICK HAS JUST EMBEZZLED \$ 3,000,000 FROM HIS BANK. SEE IF YOU CAN GET HIM SAFELY TO BRAZIL BEFORE IT ESTABLISHES AN EXTRADITION TREATY WITH THE UNITED STATES, AND WITHOUT RUNNING INTO THESE FIVE TRAPS ALONG THE WAY:

1. WIFE AND SCREAMING KIDS
2. BANK EXAMINER
3. POLICE
4. F.B.I.
5. TEENAGE HOODS HANGING AROUND AIRPORT.

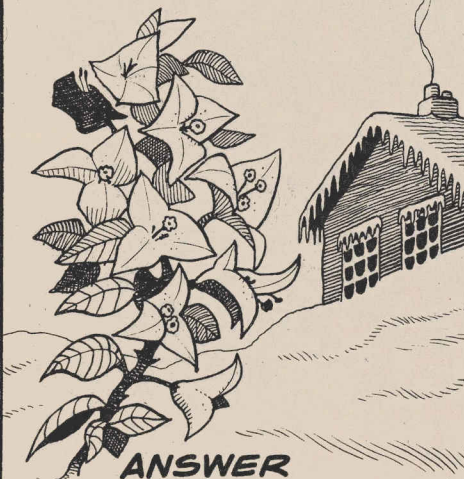


START



COLORING CORNER

THIS IS THE BEAUTIFUL AND COLORFUL **BOUGAINVILLEA PLANT**. CAN YOU GUESS HOW TO COLOR IT? (SEE ANSWER BELOW)

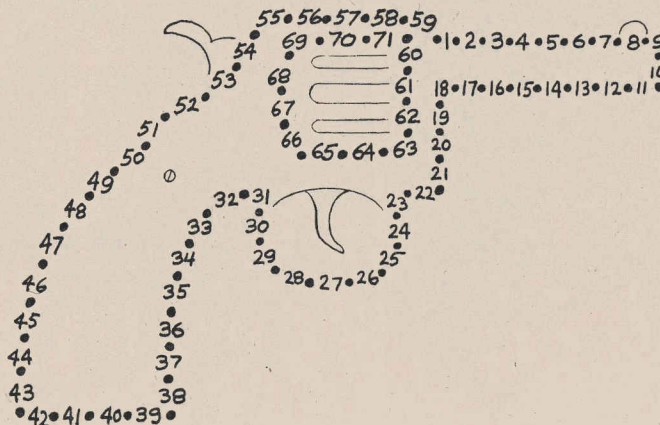


ANSWER

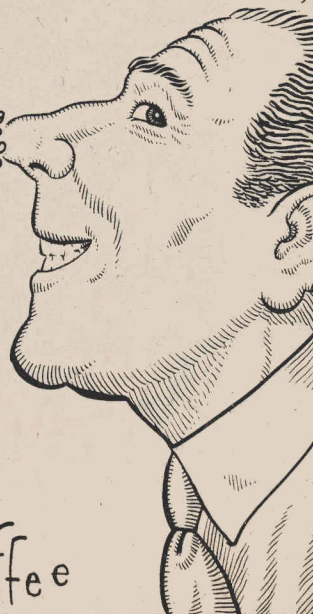
COLOR IT DEAD! ANY IDIOT KNOWS THAT THE BOUGAINVILLEA IS A TROPICAL PLANT AND COULDN'T POSSIBLY SURVIVE THE HEEDOUS CLIMATE PICTURED HERE!

CONNECT THE DOTS AND GET A BIG SURPRISE!

IF YOU FOLLOW THE NUMBERS AND CONNECT EACH DOT, A SURPRISE PICTURE WILL APPEAR. YOU'LL NEVER GUESS WHAT IT IS, SO GET RIGHT TO WORK AND SATISFY YOUR CURIOSITY. ALL WE CAN SAY IS THAT WHEN YOU ARE DONE, YOU WILL GET A BIG **BANG** OUT OF IT! IN FACT, IT'S A REAL **KILLER-DILLER!** THE WHOLE IDEA IS HOT AS A **PISTOL!** SO **SHOOT** THE WORKS ON THIS ONE, GANG!



Jaffee





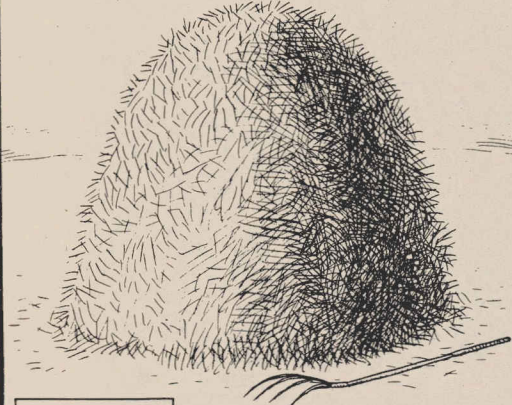
PAGE

ONE REASON THIS NEW FEATURE WAS CREATED IS BECAUSE **MAD** READERS ARE BRILLIANT, INTELLIGENT YOUNG PEOPLE WHO MIGHT ENJOY SOMETHING CHALLENGING LIKE THIS. ANOTHER REASON IS THAT THEY ARE ALSO LAZY SLOBS, AND DOING THESE PUZZLES IS ABOUT AS EASY AS LOUNGING AROUND WATCHING **TV** ALL DAY.

PUZZLES @ RIDDLES
BRAIN-TWISTERS
REBUSES @ POSERS
@CROSSWORDS @
INANITIES ☆ AND
OTHER TIMEWASTERS

FIND THE NEEDLE

WE'VE HIDDEN A **NEEDLE** SOMEWHERE IN THIS **STACK**! CAN YOU FIND IT? LET'S SEE HOW **SHARP** YOU ARE!



ANSWER:

COULDN'T FIND IT? BOY, ARE YOU BLIND! THIS IS NOT A **HAYSTACK**! IT'S A BIG **PILE OF NEEDLES**! NOW DON'T YOU FEEL LIKE A DUMB STUPID IDIOT!

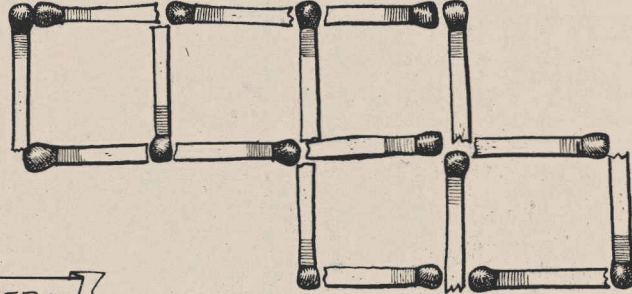
OPTICAL ILLUSION



STARE AT THIS BLACK SPOT FOR SIX HOURS WITHOUT BLINKING. THEN TRY TO LOOK UP THE NAME AND THE NUMBER OF A GOOD EYE DOCTOR IN THE PHONE BOOK. YOU WON'T BE ABLE TO DO IT, BECAUSE EVERYWHERE YOU LOOK YOU'LL SEE BLACK SPOTS. YOU MAY ALSO SEE DOUBLE. THIS IS CALLED AN "OPTICAL ILLUSION". AFTER YOU HAVE HAD ENOUGH OF THIS FUN, GET SOME FRIEND TO CALL AN EYE DOCTOR FOR YOU. OTHERWISE, YOU MAY WIND UP WITH THIS EYE TRICK PERMANENTLY!

SOLVE THE MATCH PUZZLE

THESE MATCHES ARE ARRANGED TO FORM **FIVE SQUARES**. CAN YOU MOVE JUST **TWO** OF THESE MATCHES, AND END UP WITH ONLY **FOUR SQUARES**?

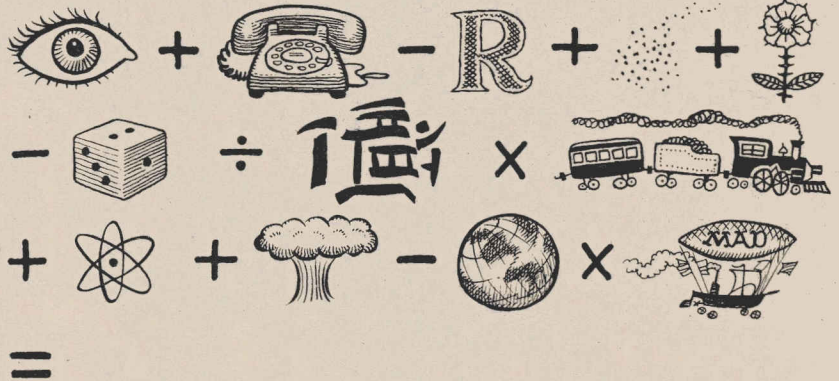


ANSWER:

OF COURSE YOU CAN'T! THESE MATCHES ARE **PRINTED** ON THIS PAPER, AND IT'S **IMPOSSIBLE** TO MOVE THEM!

ROLICKING REBUS

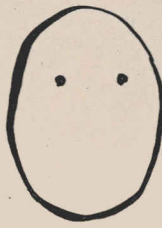
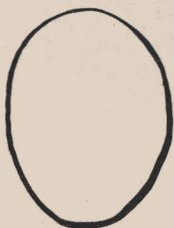
IDENTIFY THE PICTURES, ADD AND SUBTRACT THE LETTERS AS DIRECTED, AND SEE IF YOU CAN DISCOVER THE MAGIC WORD.



IF YOUR ANSWER IS "ANTIDISESTABLISHMENTARIANISM", BETTER CHECK YOUR ARITHMETIC. IF YOUR ANSWER IS "BRTXNTLBE", YOU MADE THE STUPID MISTAKE OF IDENTIFYING THE LITTLE DOTS IN PICTURE FOUR AS "ANTS", WHICH THEY ARE NOT. ACTUALLY, THEY'RE JUST LITTLE DOTS. AND IF YOU SKIPPED DOING THIS PUZZLE ENTIRELY, YOU SHOWED RARE INTELLIGENCE.

HOW TO DRAW GREAT CARTOON LIKENESSES

THIS MONTH'S GUEST ART TEACHER IS THE RENOWNED CARICATURIST, IRVING DRUCKER. SOME OF YOU MAY THINK THAT IRVING'S STYLE IS COPIED FROM ANOTHER "DRUCKER" WHO APPEARS ELSEWHERE IN THIS MAGAZINE. ACTUALLY, IT'S THE OTHER WAY AROUND.

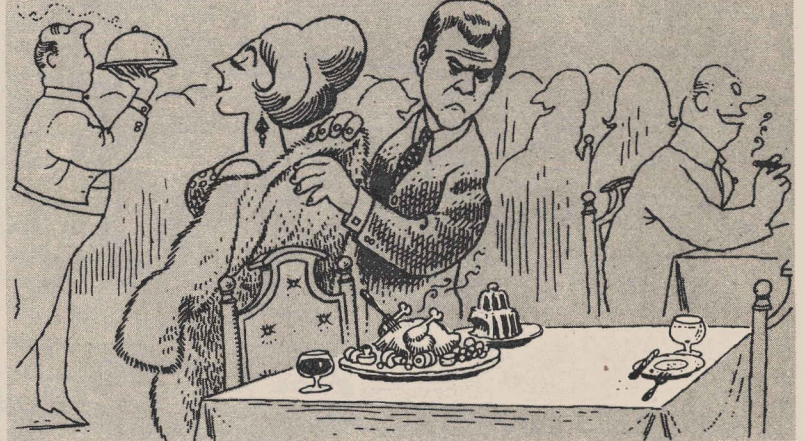


Everyone has his "Pet Hate"—and that's good. Blowing off steam about your pet hate makes you feel better. And since MAD's purpose is to make everyone feel

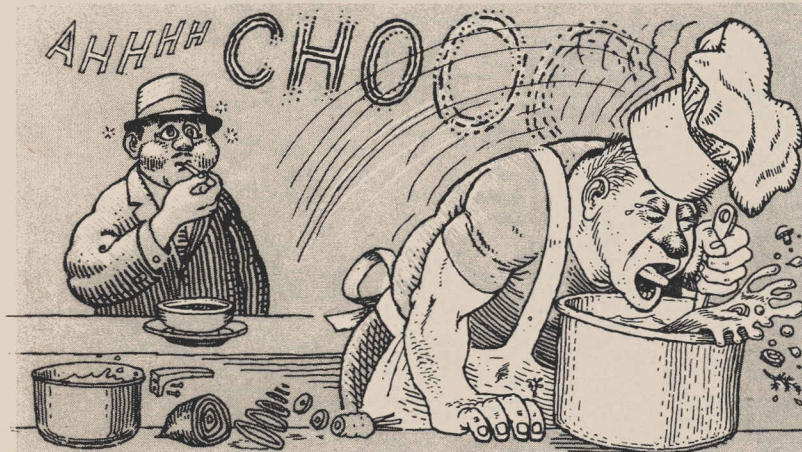
THE MAD



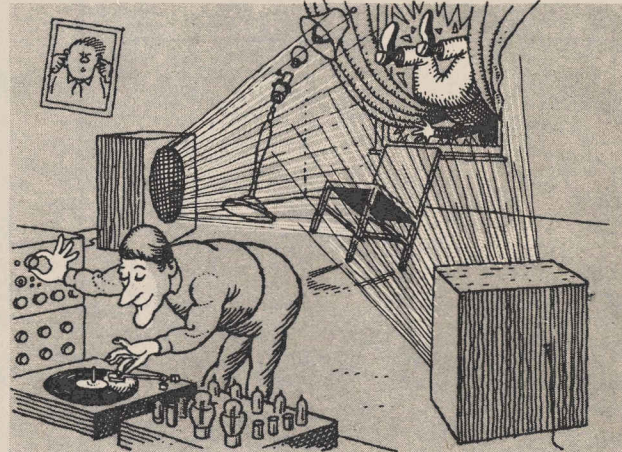
Don't You Hate . . . clerks who go to lunch just as you reach their window!



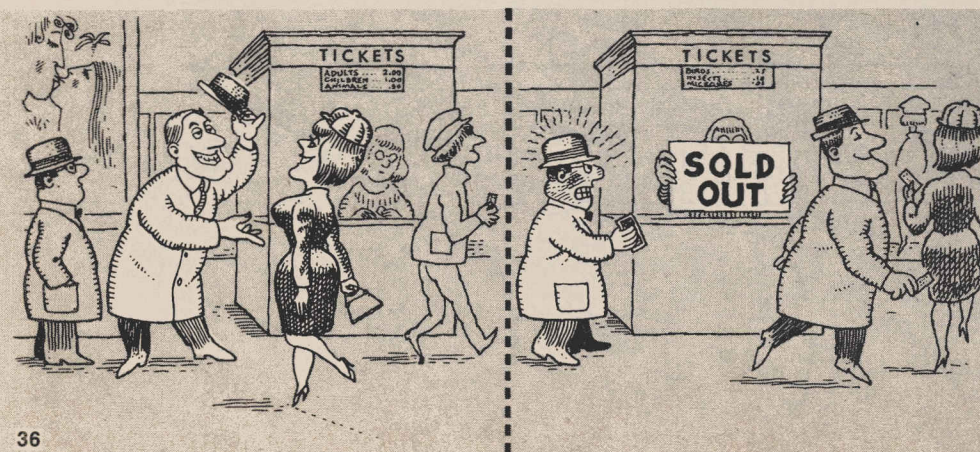
Don't You Hate . . . a date who orders the most expensive items on the menu, and then hardly eats anything!



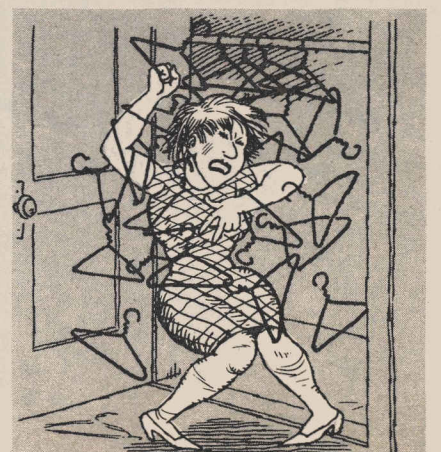
Don't You Hate . . . restaurant workers who are so dedicated to their jobs they even come in when they're sick!



Don't You Hate . . . retards who play their Hi-Fi sets at concert hall pitch!



Don't You Hate . . . meatheads who let other people in ahead of them on a line!



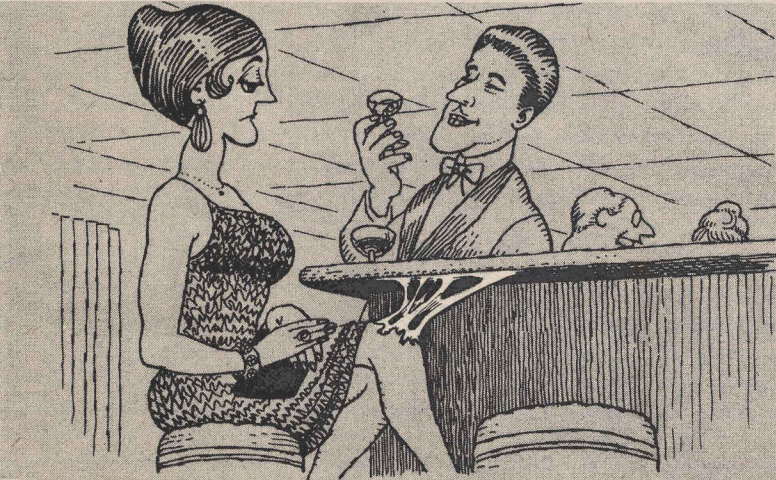
Don't You Hate . . . wire hangers!

wonderful, we've decided to present a *whole collection* of pet hates. Now you can blow off steam about more than one, namely any that strike your fancy from . . .

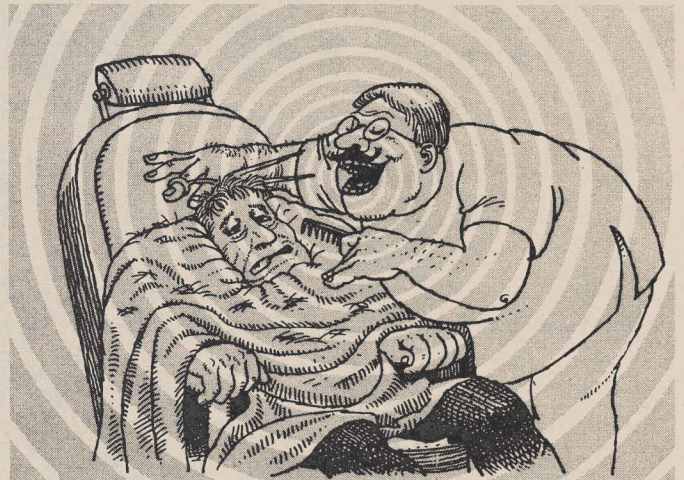


HATE BOOK

ARTIST & WRITER: AL JAFFEE



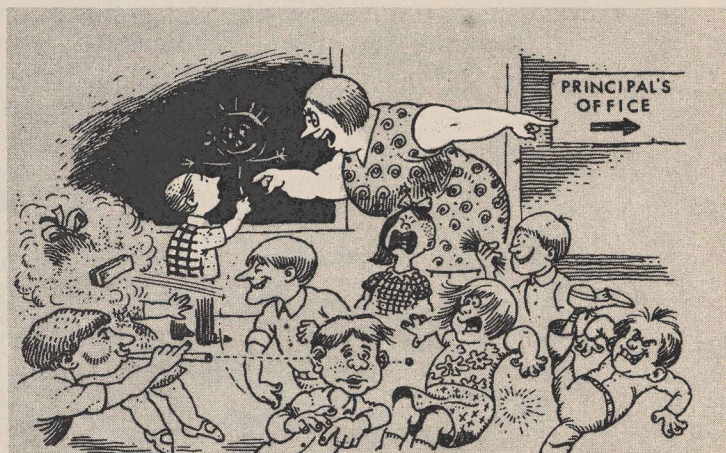
Don't You Hate . . . finding carefully hidden chewing gum!



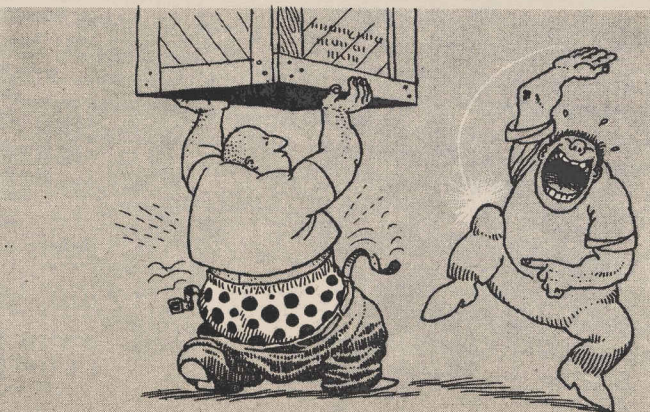
Don't You Hate . . . talkative barbers with bad breath!



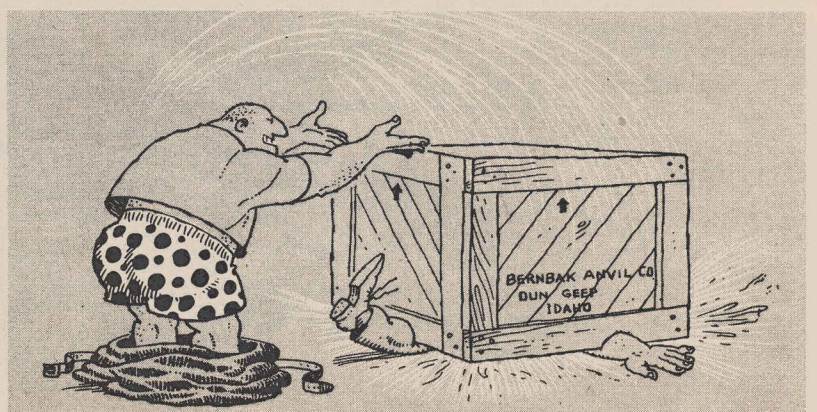
Don't You Hate . . . cretins who play brilliant phone games like talking dirty, or asking stupid questions, or laughing, or screaming, etc., and then hanging up!



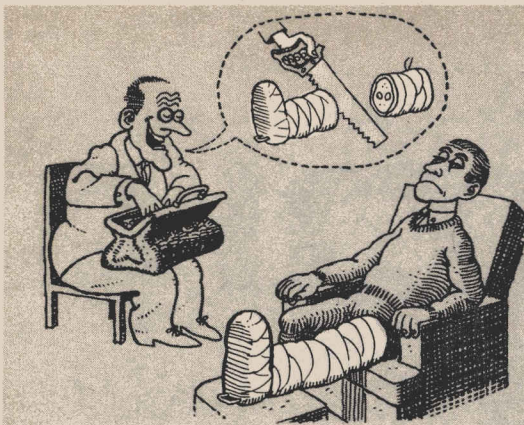
Don't You Hate . . . teachers who catch only you . . . when everyone else is misbehaving!



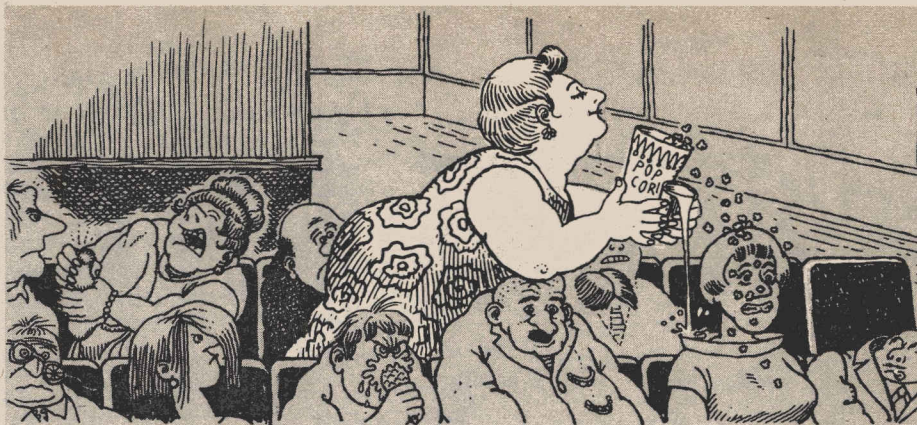
Don't You Hate . . . people who find humor in the misfortunes of others!



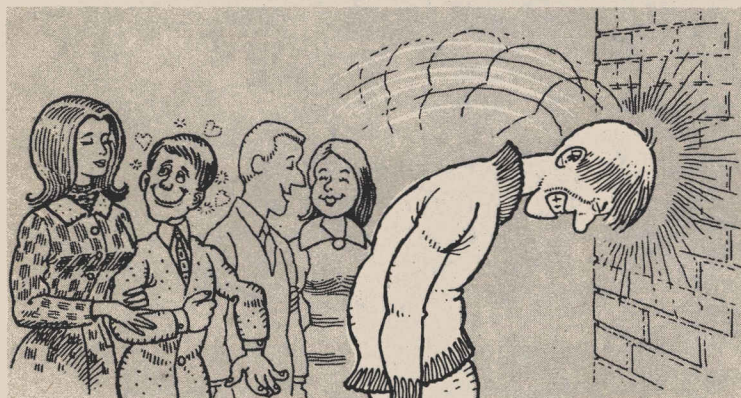
Don't You Hate . . . people who can't see the humor of finding humor in the misfortunes of others!



Don't You Hate . . . "funny" doctors!



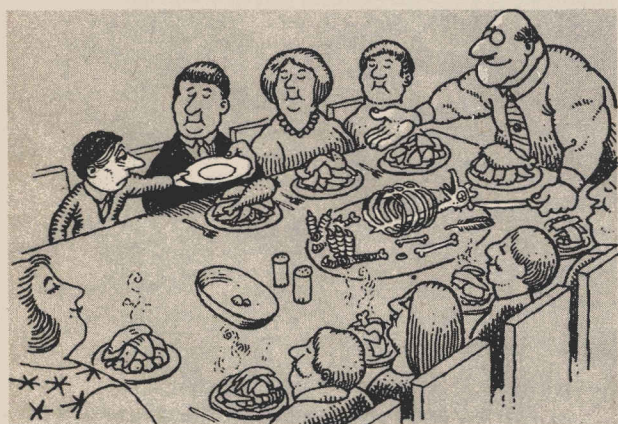
Don't You Hate . . . fat slobs who go back and forth to their theatre seats!



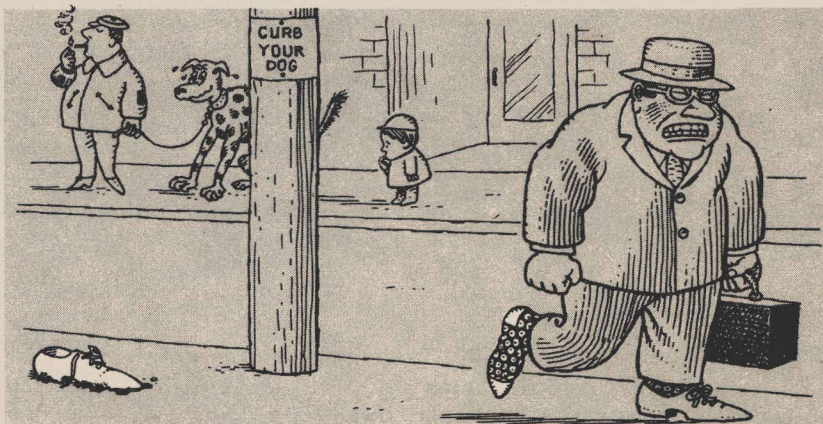
Don't You Hate . . . turning down a blind date, and then finding out she looked like Ursula Andress!



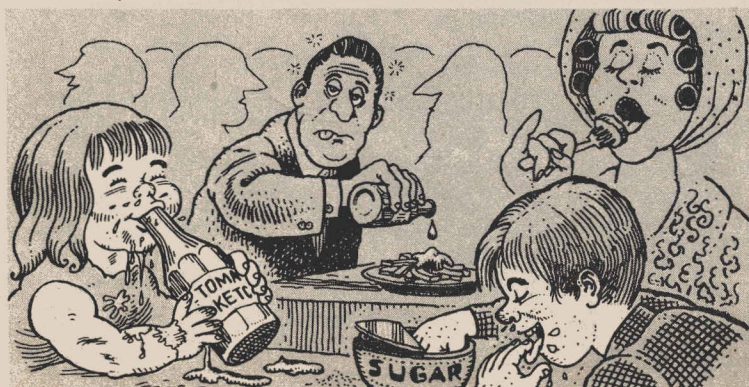
Don't You Hate . . . stores that are out of the one thing you drove 20 miles to get!



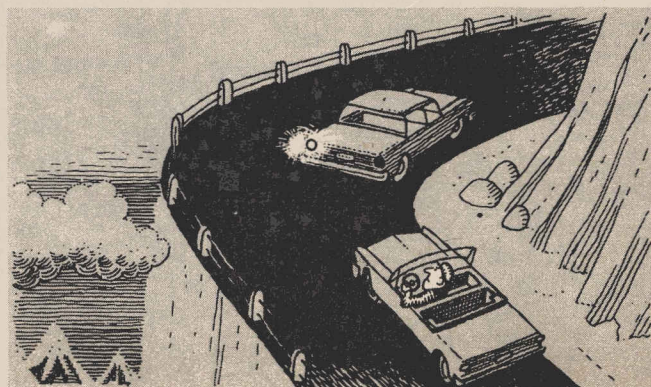
Don't You Hate . . . being the last one served!



Don't You Hate . . . people who keep enormous dogs in the city!



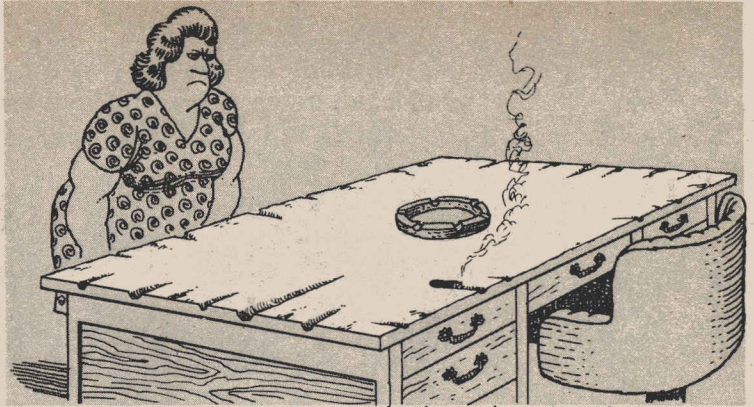
Don't You Hate . . . parents who don't supervise their ill-mannered brats in restaurants!



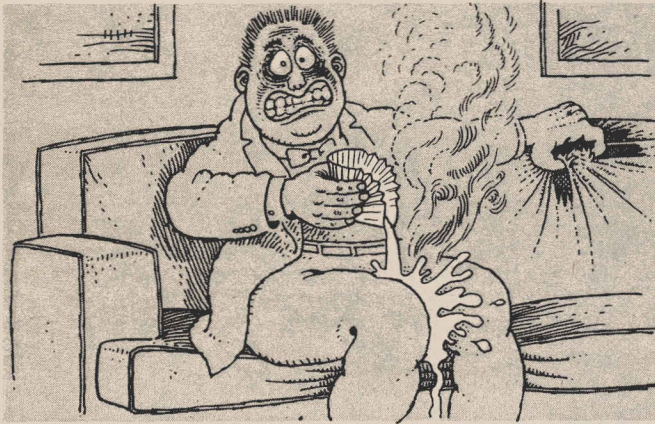
Don't You Hate . . . idiots who signal a left . . . and then make a right turn!



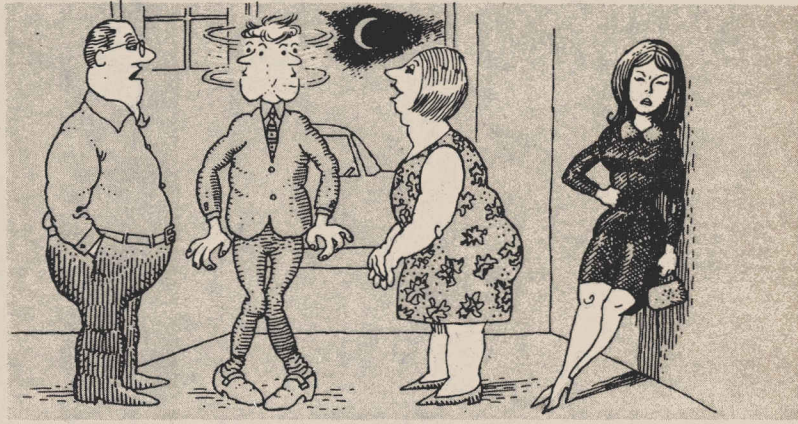
Don't You Hate ... finding lipstick smears on your glass, and it's not your color!



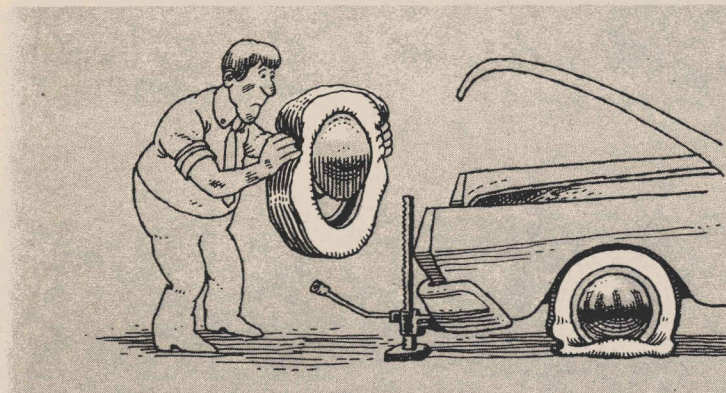
Don't You Hate ... morons who leave burning cigarettes on the edges of tables and desks!



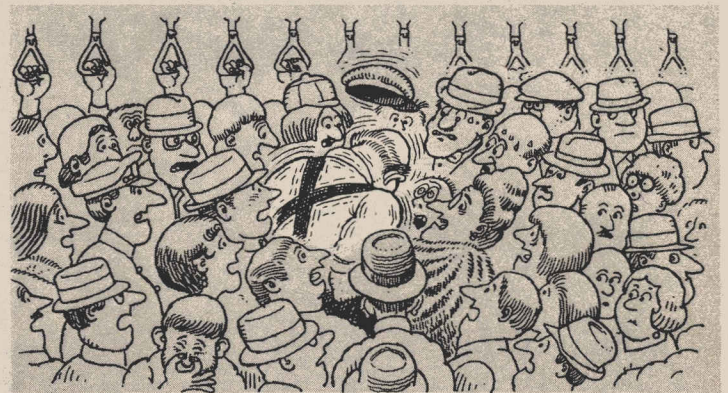
Don't You Hate ... hot drinks served in paper cups!



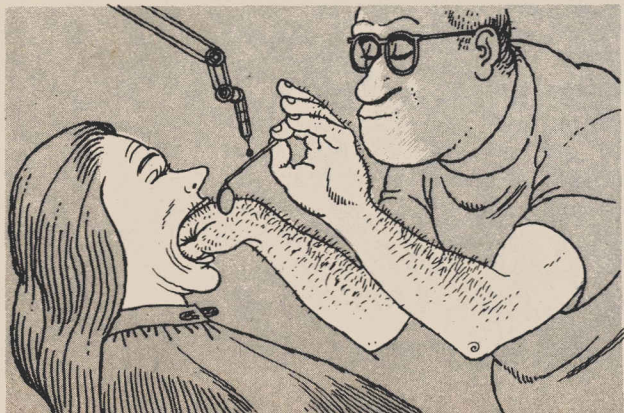
Don't You Hate ... parents who cross-examine your date!



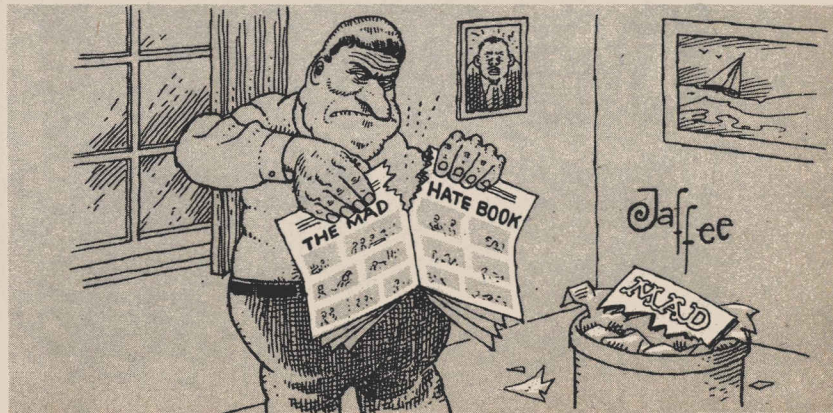
Don't You Hate ... spare tires that are flatter than the one you're changing!



Don't You Hate ... people who get sick to their stomach in crowded places!



Don't You Hate ... dentists with hairy arms!



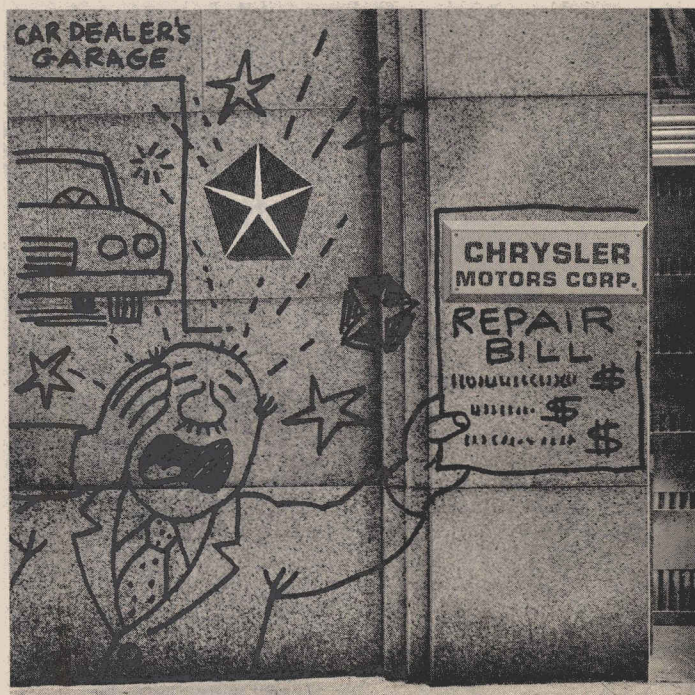
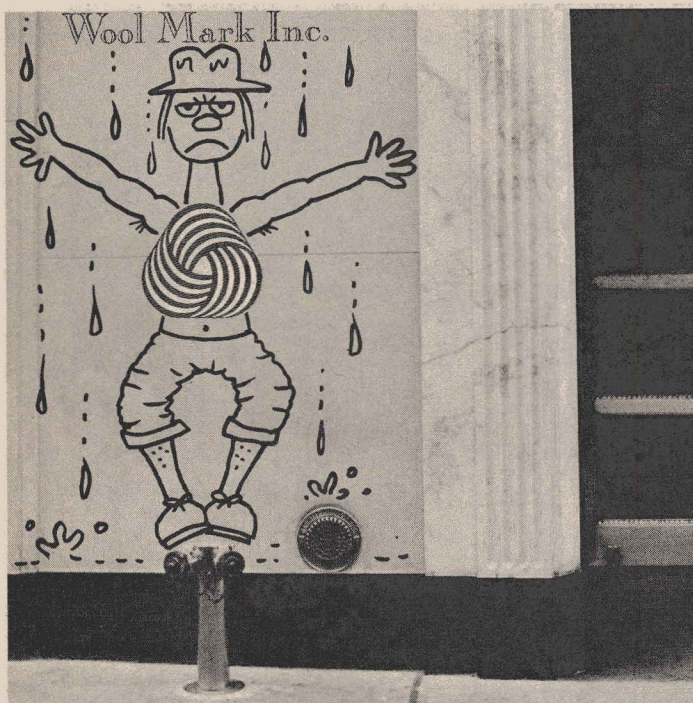
Don't You Hate ... magazines that print articles like this!



THE BRANDWRITING IS ON THE WALL DEPT.

Spray cans and magic markers are changing the face of America. Every day, new bits of irreverence are added to trains, buses, buildings and any other available public surface. Back in MAD #169, we shuddered to think of what might happen if those Graffiti Rascals ever started attacking that

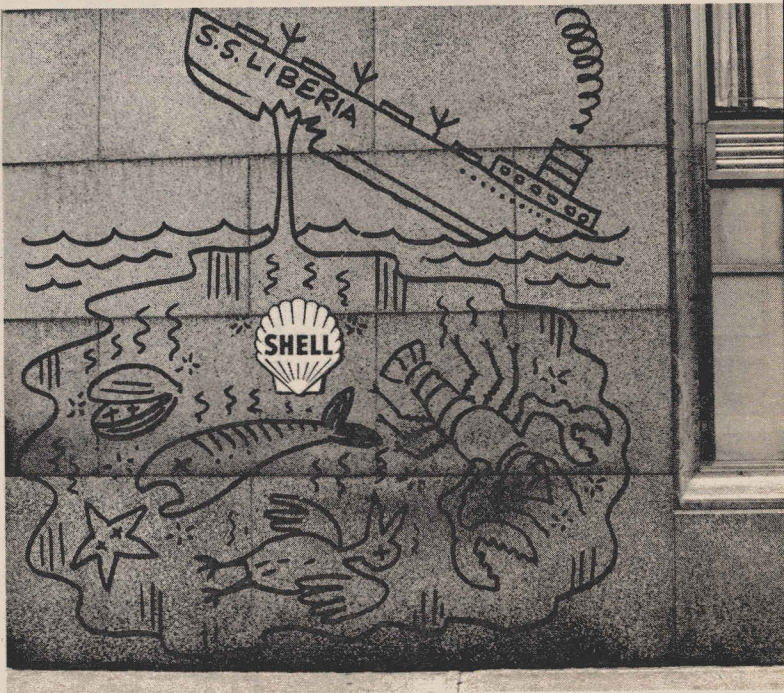
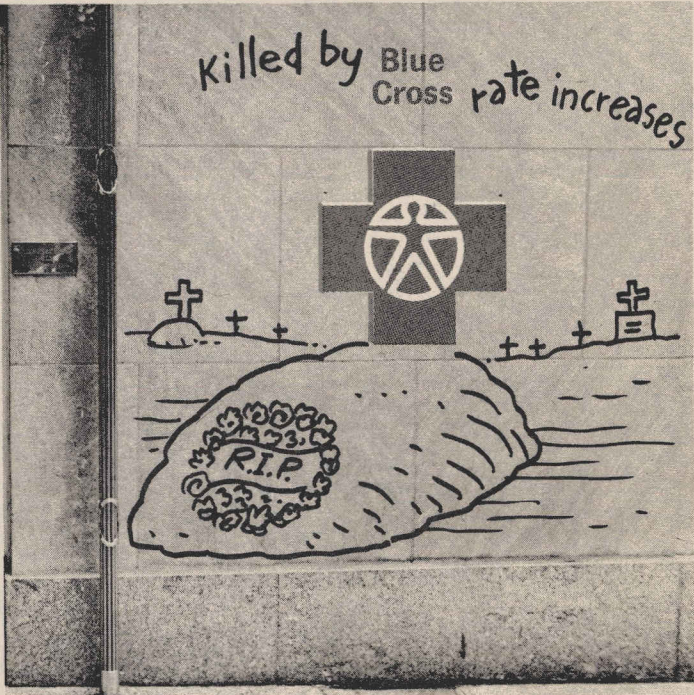
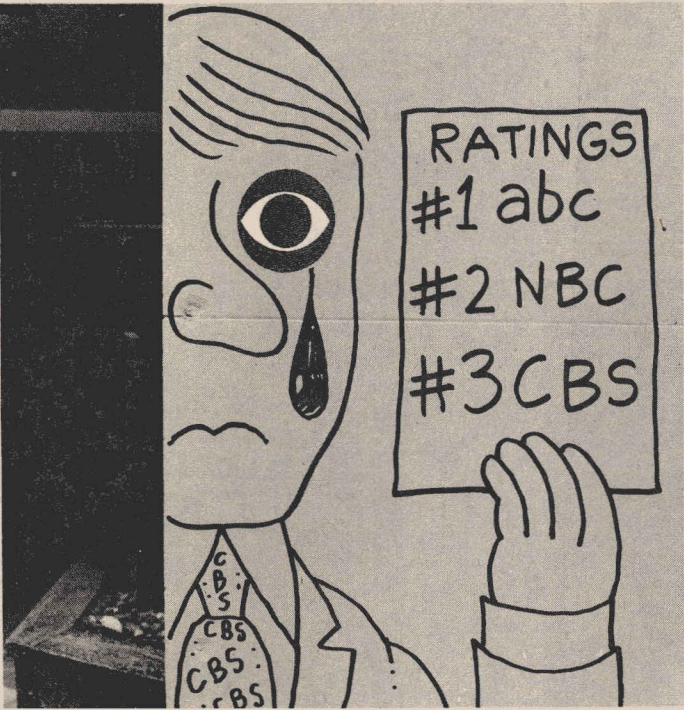
TRADEMAR



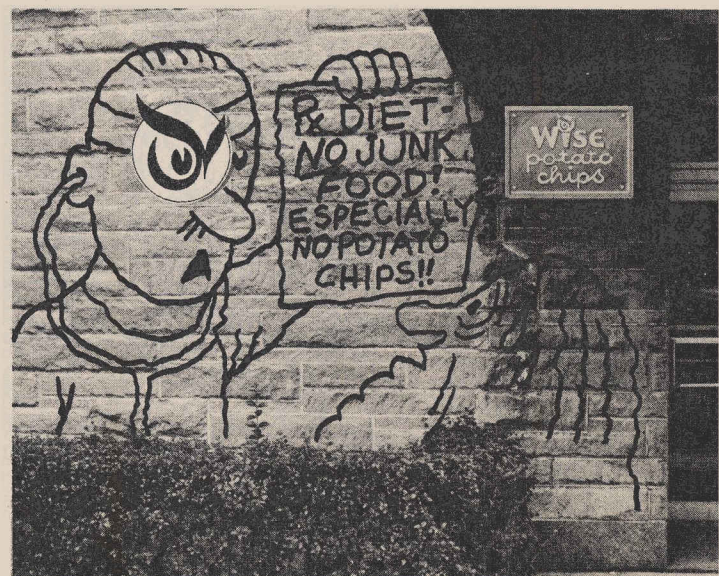
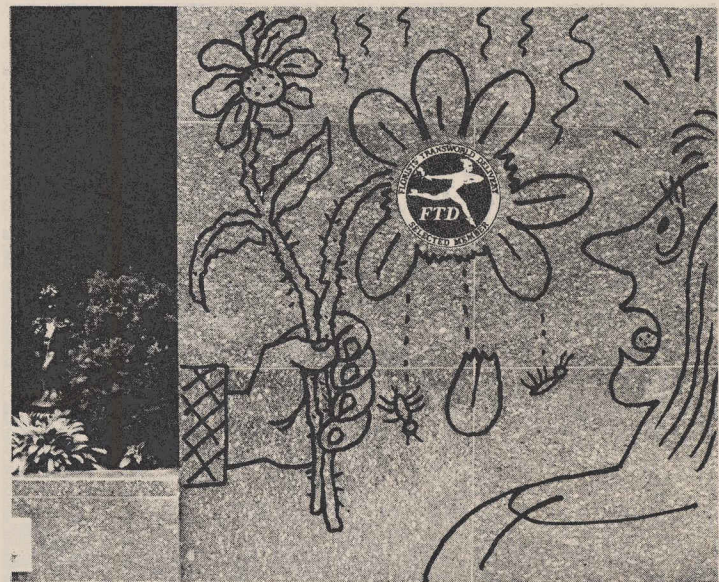
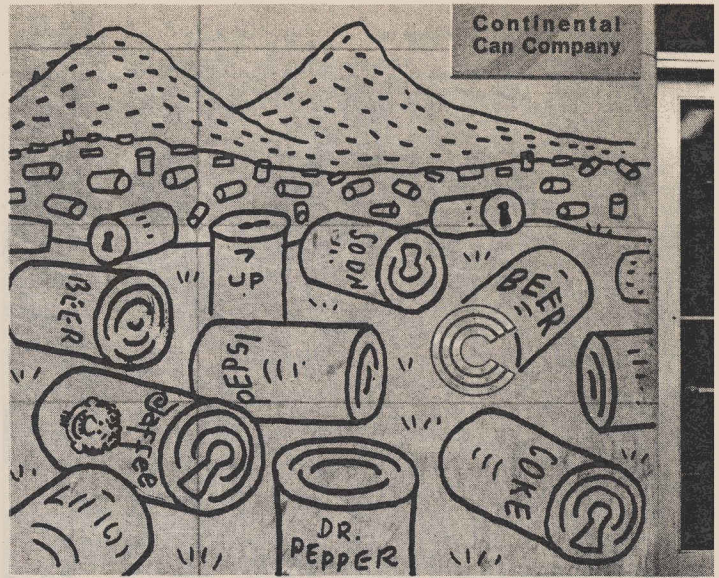
holy of holies, the Corporate Signature, with verbal comments. Now, we're back with the work of one special Graffiti Rascal . . . namely, Al Jaffee . . . and his attacks on some Corporate Signatures in his own inimitable style of *visual* comments. So here we go with a MAD Artist's contribution to

K & GRAFFITI

ARTIST & WRITER: AL JAFFEE



PHOTOS BY: JIM RUTH



WHAT IS
BECOMING
A MOST
DISTURBING
POLITICAL
ARGUMENT
THESE DAYS?

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

The art of political persuasion has
changed dramatically in recent years.
To learn the most upsetting current
technique, fold in the page as shown.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B

FOLD BACK SO "A" MEETS "B"



TERRITORIAL BICKERINGS MAY AMUSE THE HUMORIST
BUT THEY ARE NO LAUGHING MATTER WHEN
TACKLED BY ZEALOUS PARTICIPANTS IN POLITICS

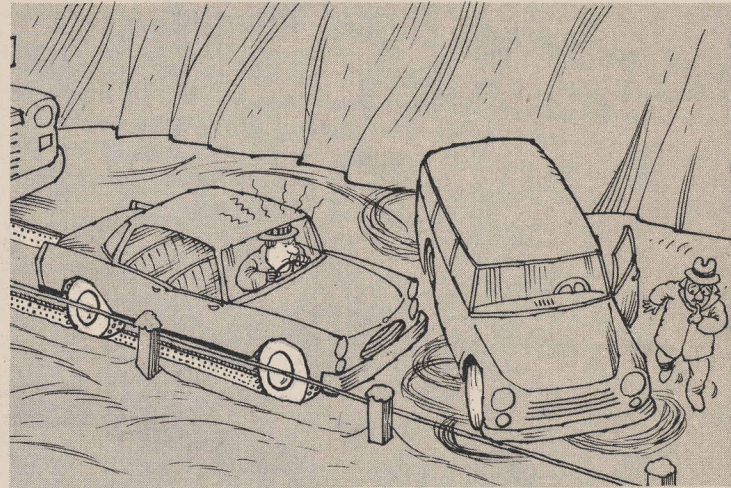
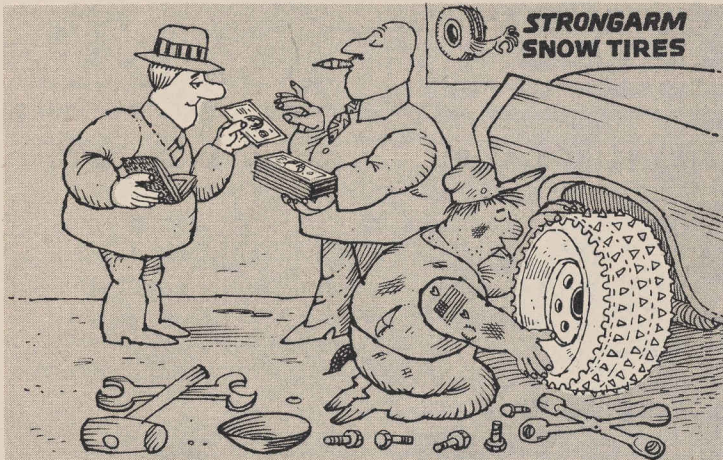
A▶

◀B

ARTIST & WRITER:
AL JAFFEE

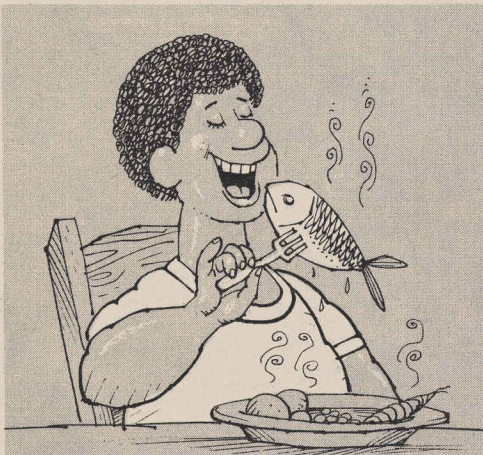
It always happens! You plot and you plan and you work to carve out a perfect little life for yourself. But no matter how carefully you look before you leap, and save

Don't You Feel Li



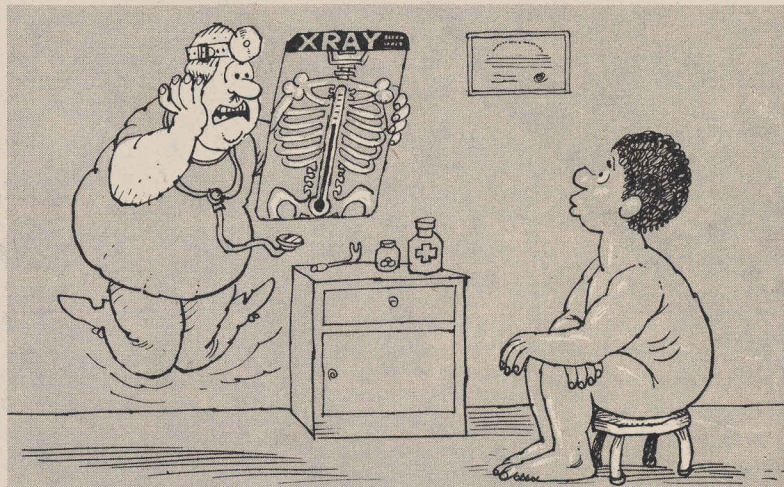
DON'T YOU FEEL LIKE A SCHMUCK ...

... preparing for winter with the best snow tires money can buy ... and winding up stuck behind a guy who didn't!



DON'T YOU FEEL LIKE A SCHMUCK ...

... eating fish to cut down on cholesterol ... and accumulating enough mercury in your system to kill a whale!



DON'T YOU FEEL LIKE A SCHMUCK ...

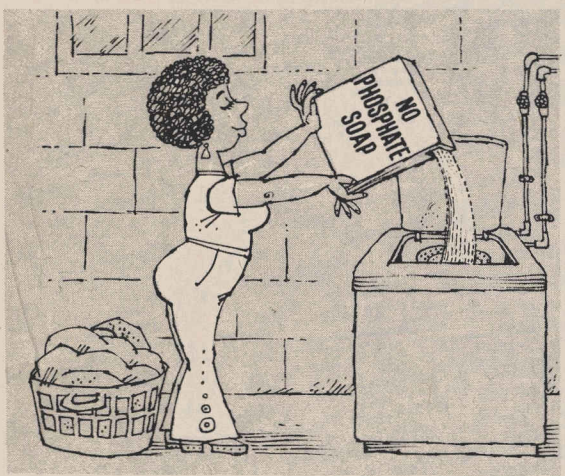
... putting on an expensive exotic perfume ... and the person you're spending the evening with smells like a goat!



for a rainy day, some event—completely beyond your control—brings the whole scheme tumbling down. And as you sit there in the rubble and ruin of your best-laid plans—

Like A Schmuck?!

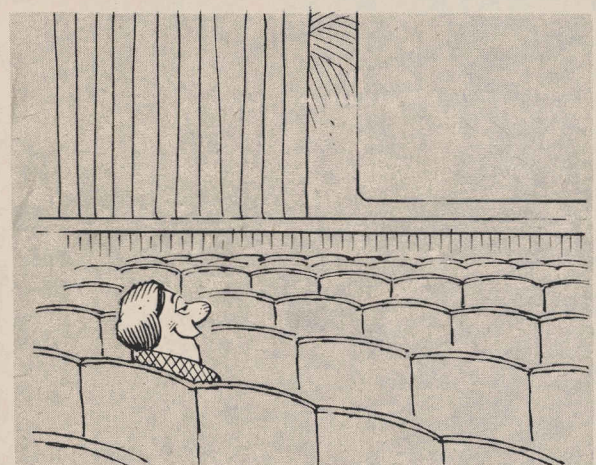
ARTIST & WRITER: AL JAFFEE



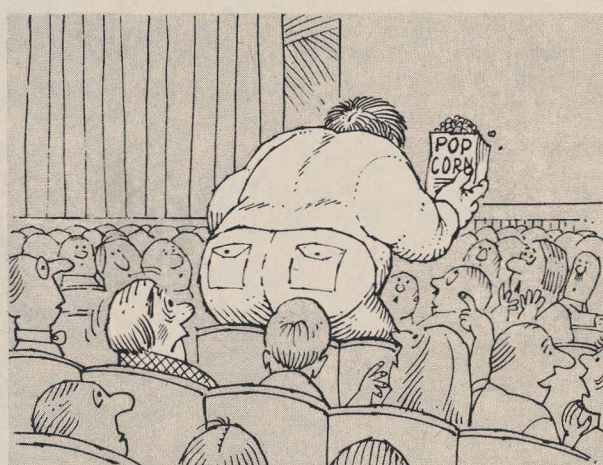
DON'T YOU FEEL LIKE A SCHMUCK ...
... obeying your County's anti-pollution laws ...



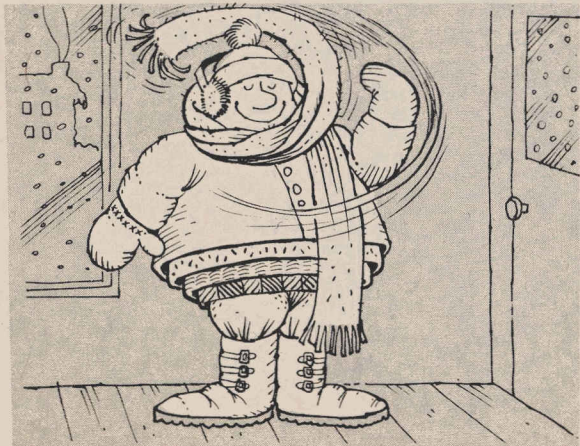
... when your water comes from another County with no such laws!



DON'T YOU FEEL LIKE A SCHMUCK ...
... getting to the theater early to get a good seat ...



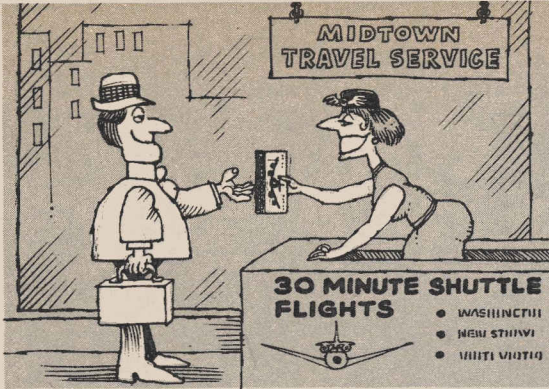
... and at the last minute, an eight-foot giant picks the only empty seat left ... the one directly in front of you!



DON'T YOU FEEL LIKE A SCHMUCK ...
... doing all you can do to avoid catching a cold ...

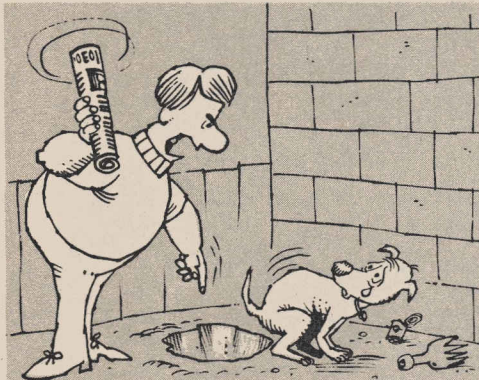
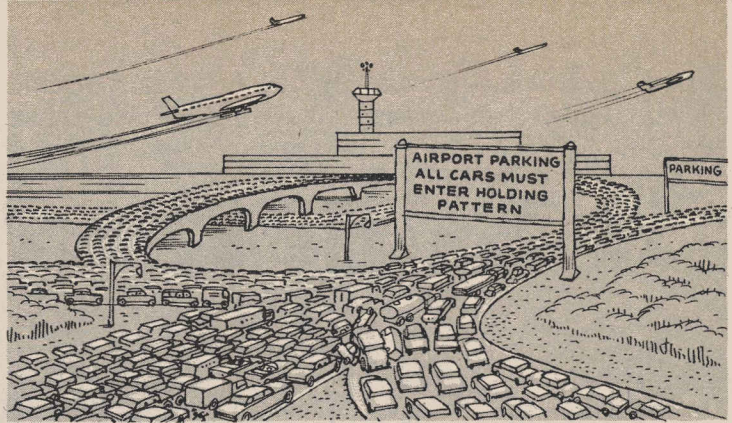


... and some careless, sick slob coughs right in your face!



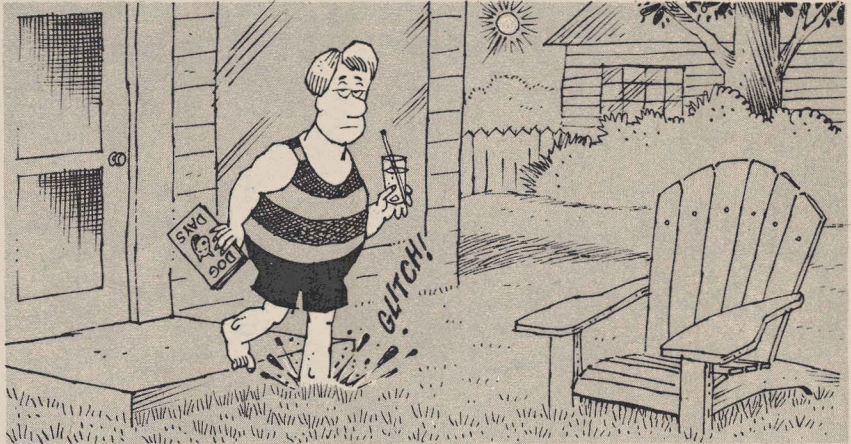
DON'T YOU FEEL LIKE A SCHMUCK ...

... paying a fortune to fly in order to save time and spending the time you save in an airport traffic jam!

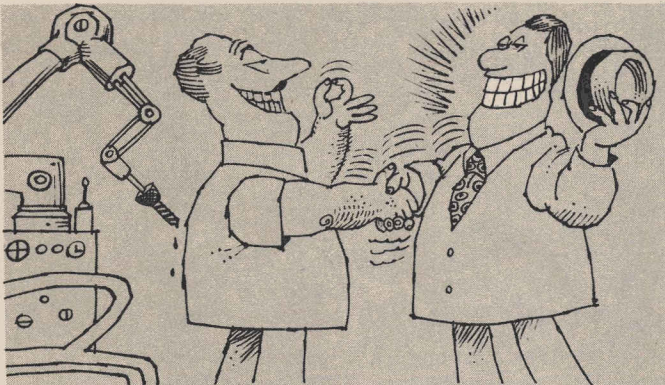


DON'T YOU FEEL LIKE A SCHMUCK ...

... spending months, training your dog to "go" in one special out-of-the-way spot ...

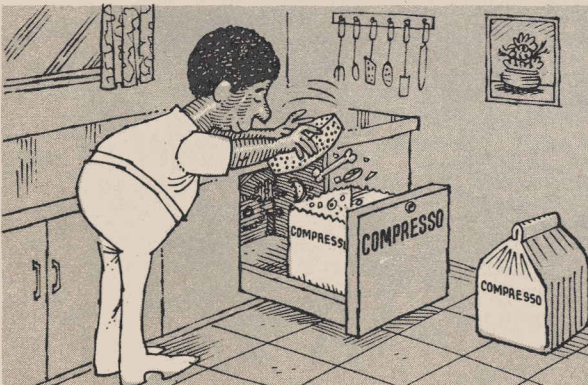


... while your neighbor lets his dog loose to "go" wherever it pleases!



DON'T YOU FEEL LIKE A SCHMUCK ...

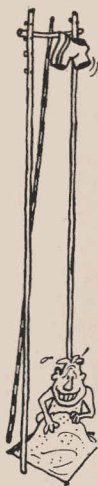
... taking perfect care of your teeth for thirty-three years and blowing it all on one stupid barroom argument!



DON'T YOU FEEL LIKE A SCHMUCK ...

... compressing your garbage into neat little packs and the neighbors' loose stuff ends up all over your lawn!





THEY DREW WHAT THEY WANTED DEPT.

We at MAD feel that the designs of today's Christmas toys reflect our warped adult sense of values. We at MAD also feel that the success of today's Christmas toys exposes our basic insecurity as parents trying to buy the love of our children with material things. But mainly, we at MAD feel too cheap to spend that money on our kids! So here is our idea: Instead of nuclear physicists designing complicated costly toys, why not let kids design them? Children's drawings show simple, beautiful, joyous viewpoints that no grown-up can hope to capture. Here, then, is what we would be seeing . . .

IF KIDS THEIR O

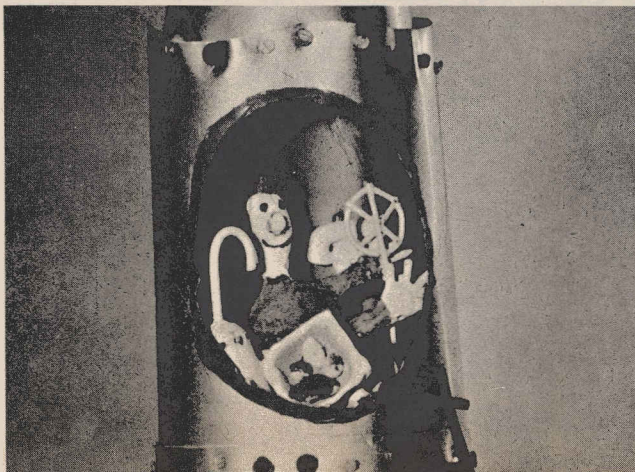
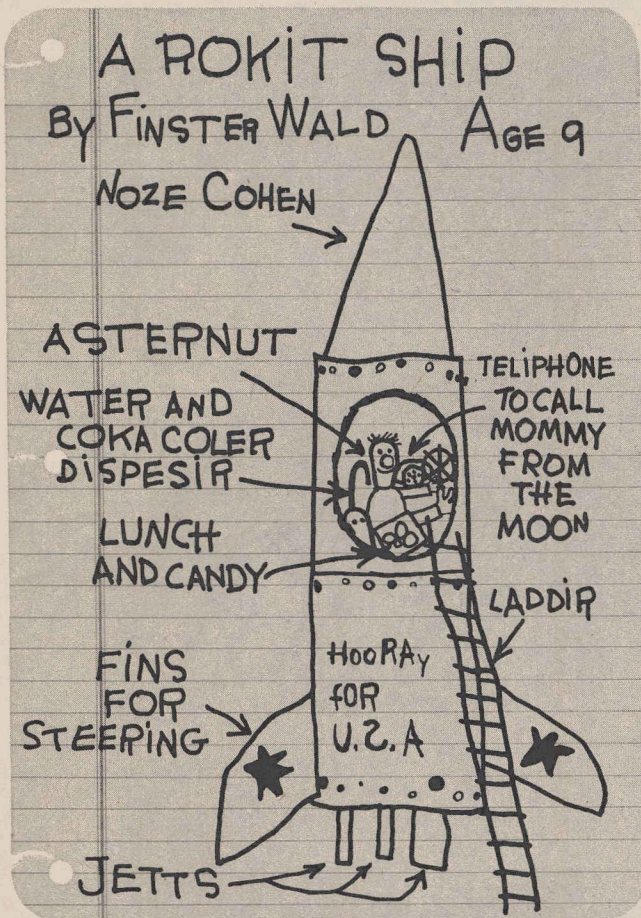
STORY AND MODELS BY AL JAFFEE



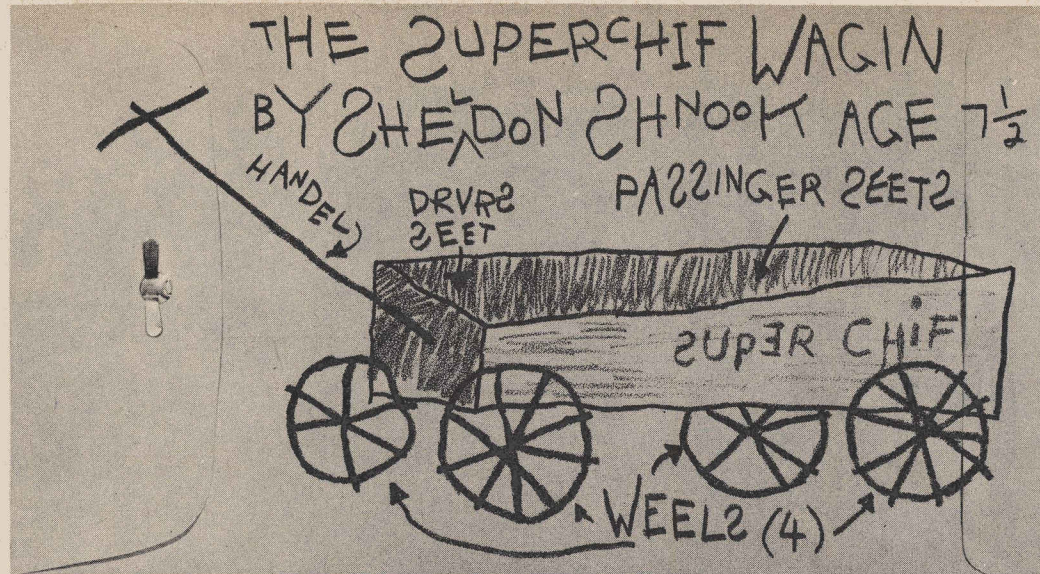
Dolls have become so complicated and realistic today, they're almost human. But little girls don't want human dolls. If you don't believe it, watch how little girls torture baby brothers or sisters. We interrupted little Karen Shmutz while she was sticking her finger down her baby brother's throat, and asked her to design this doll.

DESIGNED OWN XMAS TOYS

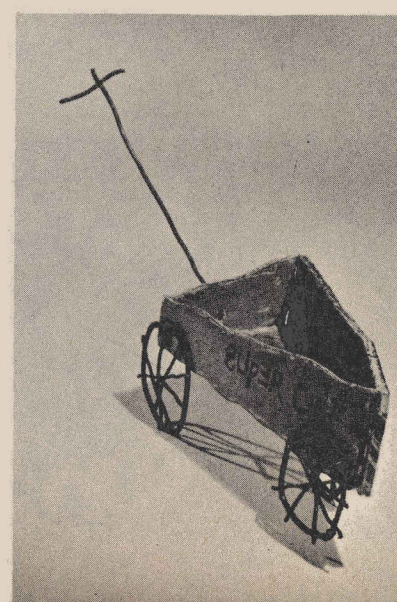
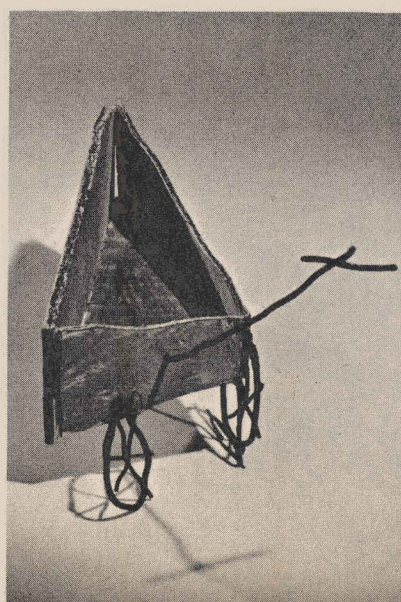
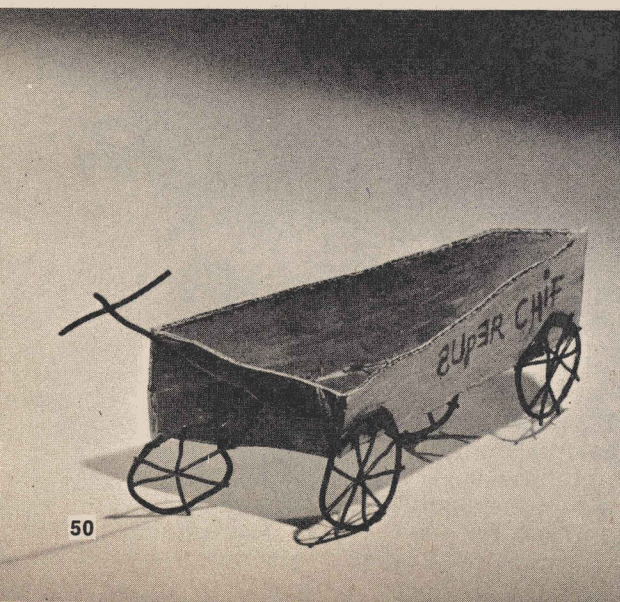
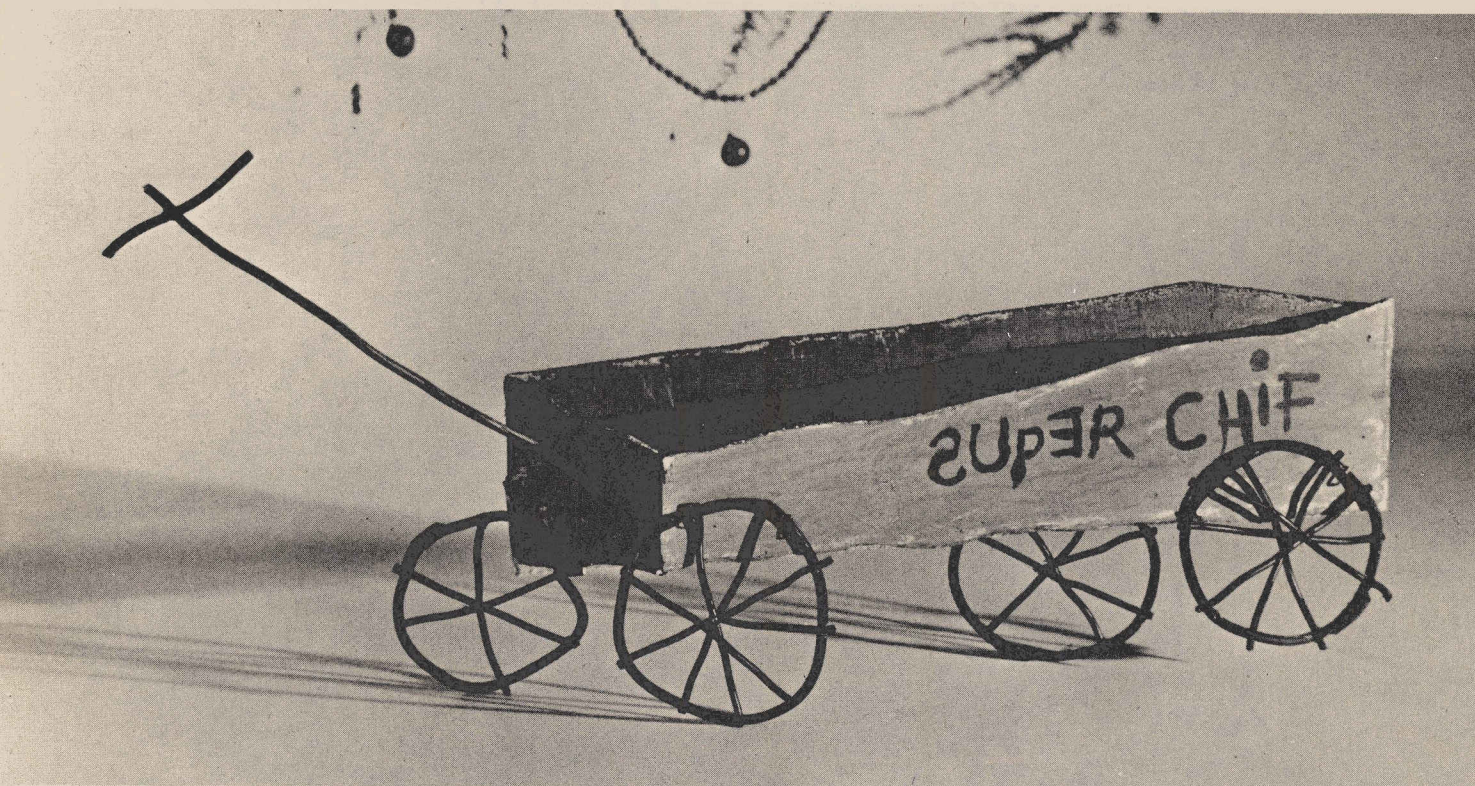
PHOTOS BY LESTER KRAUSS



Nine year old Finster Wald's design for a rocket ship seems far more interesting to us than the realistic ones turned out by aero-space scientists working for toy companies. And it probably works as well as the ones these guys designed for the U.S. space effort before they left to go to work for the toy companies.

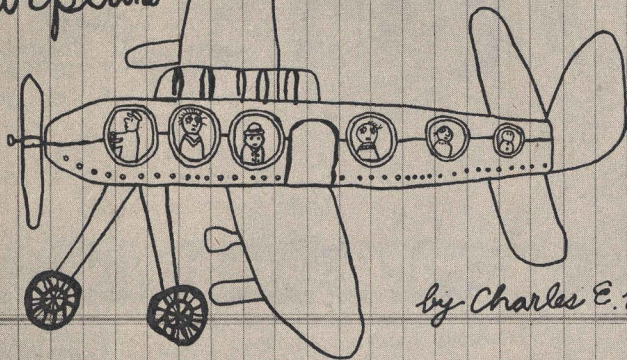


Notice the brilliant new concepts that 7-and-one-half year old Sheldon Shnook's wagon introduces to the toymaker's art . . . brilliant new concepts like crooked sides . . . wheels that won't turn . . . and perspectives that haven't even been discovered yet! But Sheldon's wagon has one thing that no one can take away from it: its inner beauty . . . namely, its low price!



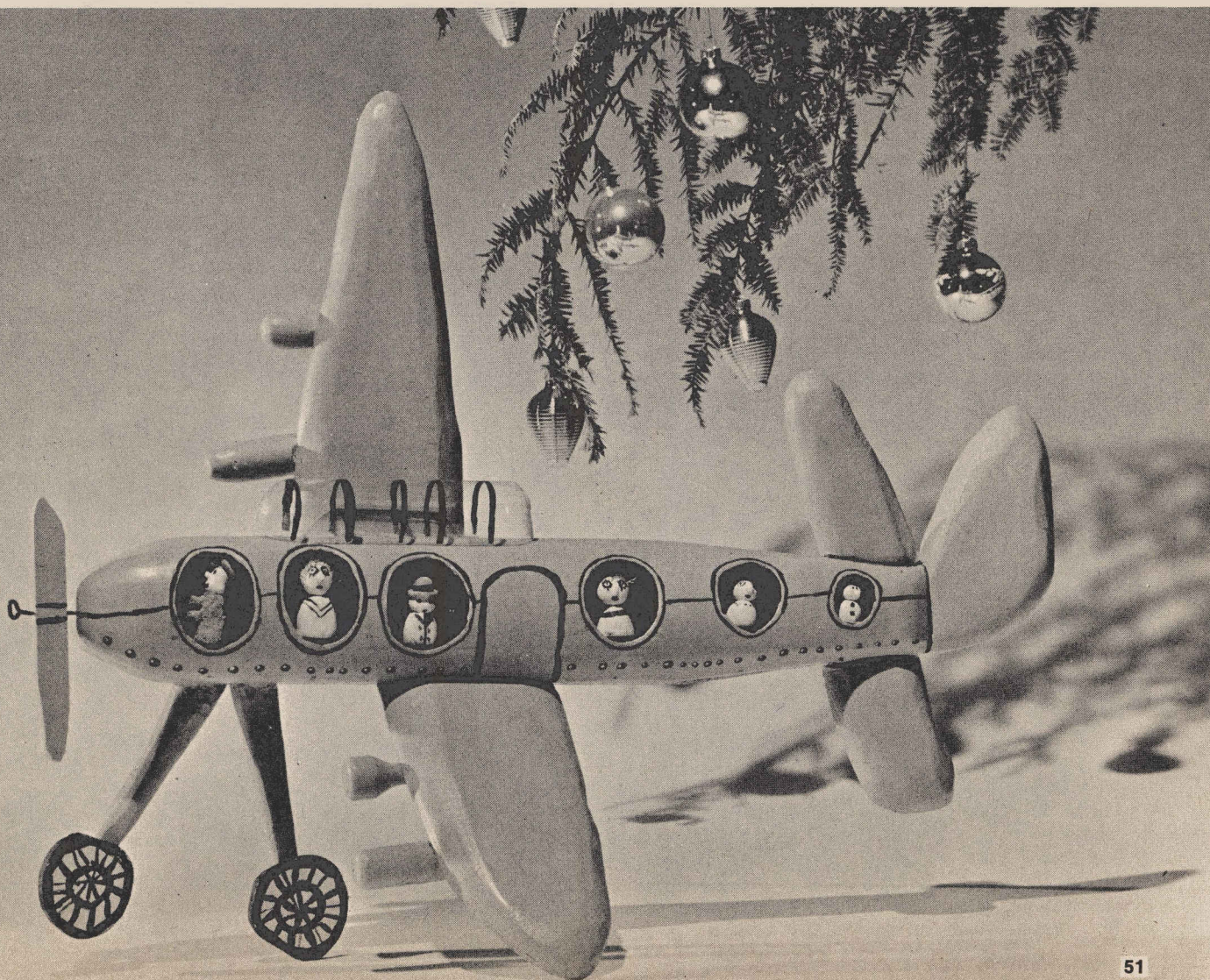
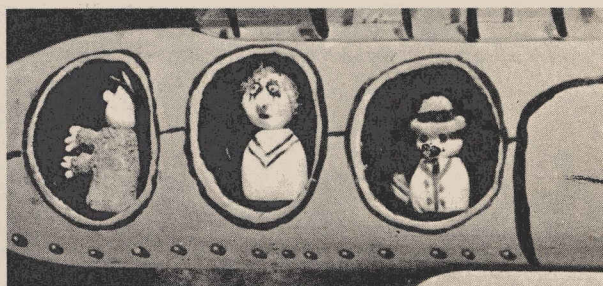
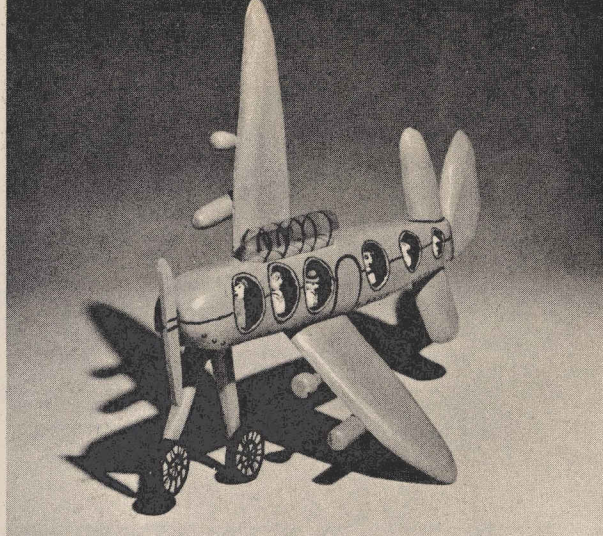
A Jet ~~Dr~~ Airplane

by Charles E. Gidrode
Age 10 years and 2 months



by Charles E. Gidrode

Charlie misses nothing when he sees a jet airplane. Of course, he misses plenty when he draws one . . . but we think it's grand anyway. His attention to detail is enchanting. It's also a bit cockeyed, but that's okay because we're hoping some forward-looking toy company will manufacture Charlie's plane and he'll make enough money on royalties to afford the glasses he needs.

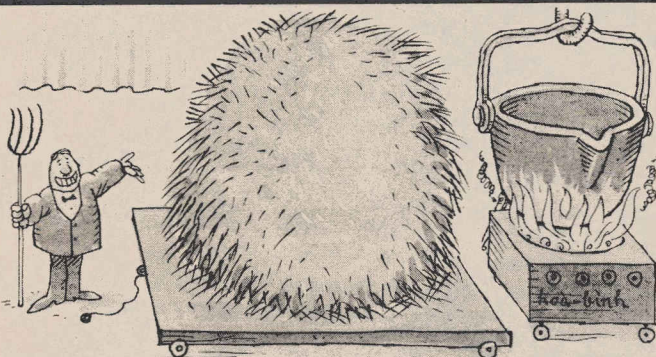


THE MAD BO & OTHER D

ARTIST & WRITER

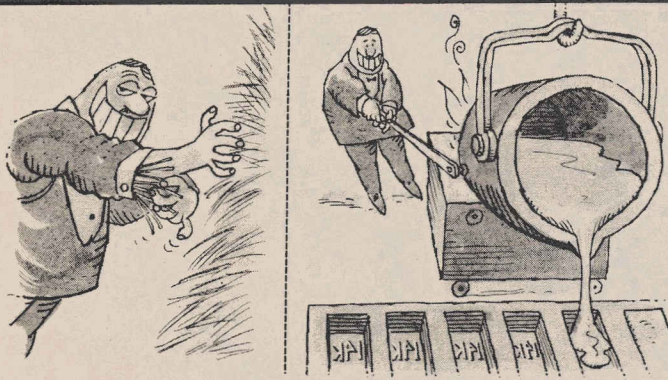


THE GLITTERING "100 LBS. OF GOLD FROM A PILE OF STRAW" TRICK



For thousands of years, Man has dreamt of turning straw into gold. So you can imagine an audience's surprise when you announce that this is exactly what you intend to do! Then you wheel a huge pile of straw on stage, grab a handful, and pass it among the onlookers. They, of course, are convinced that the straw is indeed straw. At this point, you take a pitchfork and begin to pile the straw into an intensely-heated cauldron. As the straw "cooks", you make all kinds of weird incantations. Then, at the right moment, you dash to the cauldron and, right before your audience's dazzled eyes, proceed to pour out 100 pounds of molten gold. (To really put a clincher on this trick, it may be effective to have available a certified and impartial assayer to testify to the gold's purity.)

HOW THE TRICK IS DONE

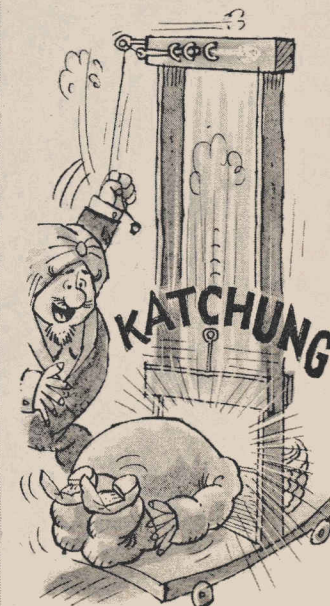
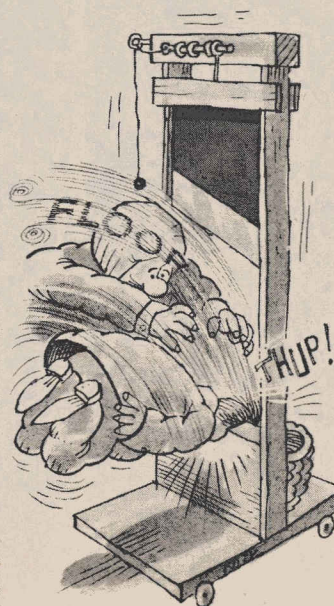
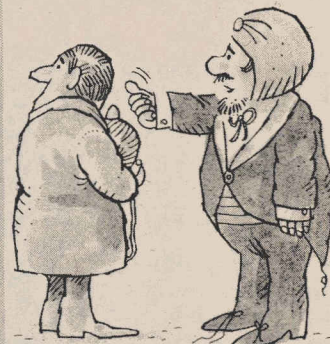
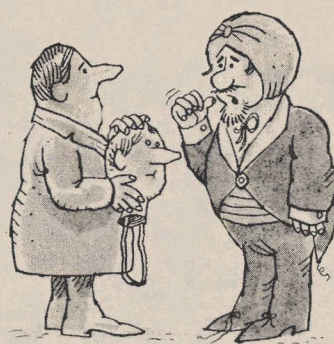


This is another example of the importance of sleight of hand to the magician. The whole trick hinges on how you pass the handful of straw among the onlookers. This is where sleight of hand comes in. This "real straw" must be brought from your sleeve, since all the straw in the pile is "phony straw". It is actually 100 lbs. of fine pure gold wire, which merely melts down when it is pitched into the intensely-heated cauldron. Could anything be simpler?

THE GREAT BUMBLEONI

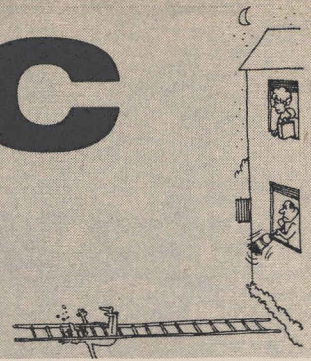
The Booking Agent is coming over to see our new trick, Charlie—but I'm still not happy with the timing!

When I wheel the guillotine out, I want you to be stage left, facing the audience!

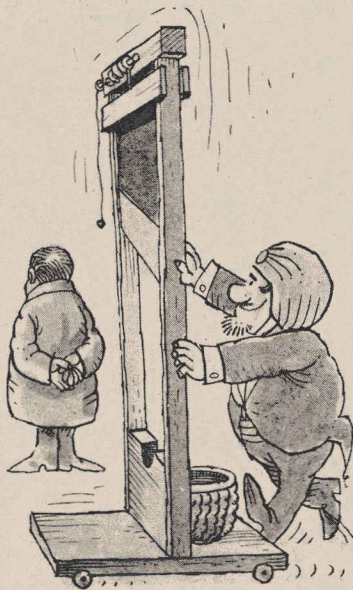


BOOK OF MAGIC DIRTY TRICKS

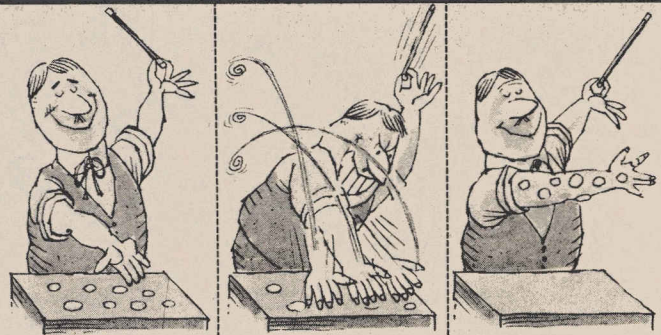
AL JAFFEE



Then, after I chop your head off, don't be in such a hurry to get up! Let the audience sweat for a while! It adds to the dramatic effect!

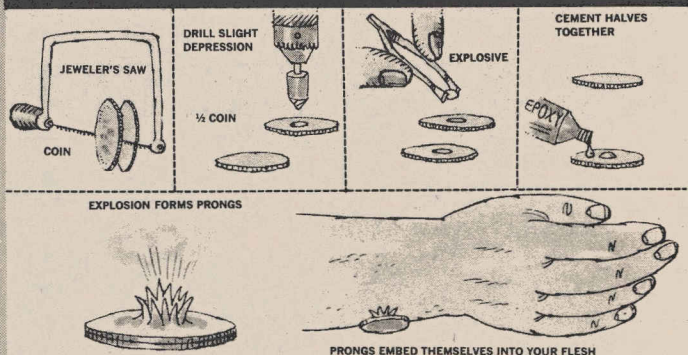


THE ASTONISHING "MAGNETIC COINS" TRICK



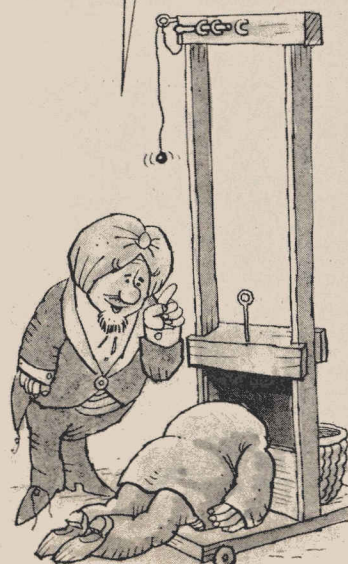
Place a number of coins on a table and tell your audience that by merely waving your magic wand, you will invest them with strange, magnetic properties. Then, rolling up your sleeves as if preparing for some hard work, start waving your wand while shouting, "**Hocus Pocus, Jimminy Ocus! Coins Become Magnetic!**" and suddenly begin to slap at the coins violently with palms, wrists, arms, elbows, and any other exposed part of your body. To everyone's amazement, the coins will magically stick to you as if completely magnetized.

HOW THE TRICK IS DONE



Naturally, this trick would be impossible without special preparation. In this case, it is the coins. Although they appear to be quite normal, they are in fact very clever and complicated little mechanisms. They are constructed by sawing ordinary coins in half and placing tiny explosives inside. Then the two halves are joined again with epoxy. A sharp blow is all that is required to set off the explosive. Thus, when you slap the coins, the explosions occur—and ragged, jagged metal prongs are formed which penetrate the flesh, jamming the coins against it and giving the effect and appearance of "magnetization". (Incidentally, there is no need to worry about any telltale flowing of blood. The jamming effect of the prongs seals the blood in. It is only later . . . when you are safely backstage and you rip the coins out of your flesh that you must be prepared with tourniquets, bandages, iodine, plasma, etc.)

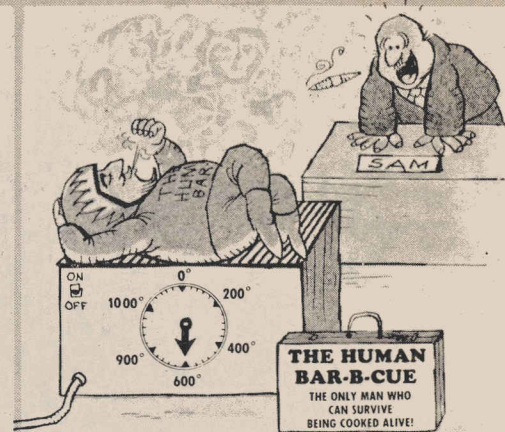
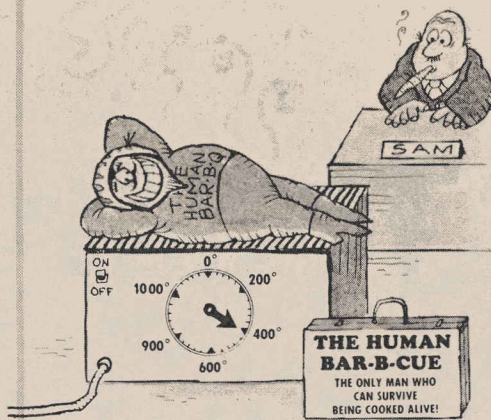
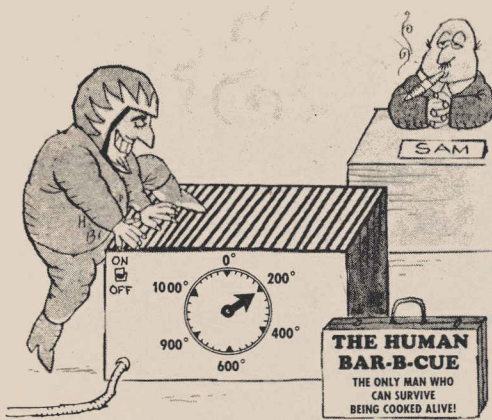
That's much better, Charlie!



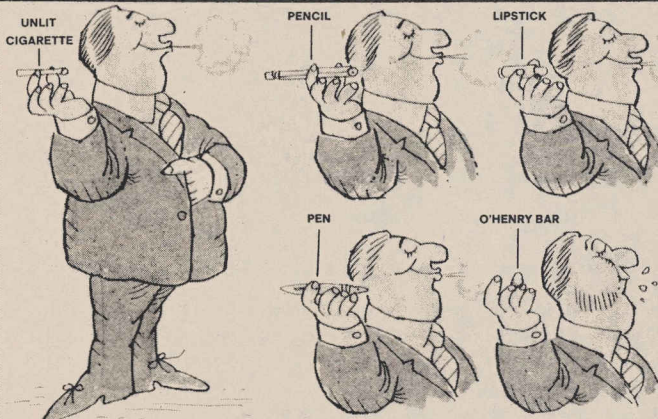
Whaddaya mean "much better"? I can't even get this #5%&! fake head to stay in place!



SAM THE AGENT IN "THE HOTTEST TRICK IN TOWN"



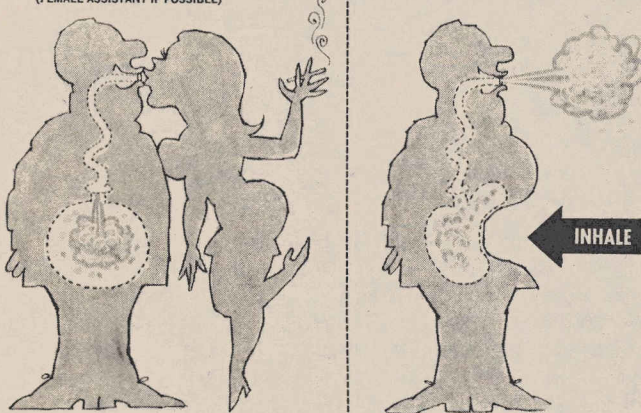
THE PERPLEXING "ETERNAL UNLIT CIGARETTE" TRICK



You announce to the audience that you have developed a magic way to eliminate the cost of smoking. You do it, you say, simply by drawing smoke from an "unlit" cigarette. Naturally, everyone will laugh, whereupon you take a cigarette from anyone in the audience and proceed to inhale and exhale smoke from it without lighting it. (For an added touch of humor, you can also do this with a pencil, your magic wand, a lipstick, a ball-point pen or an O'Henry bar.)

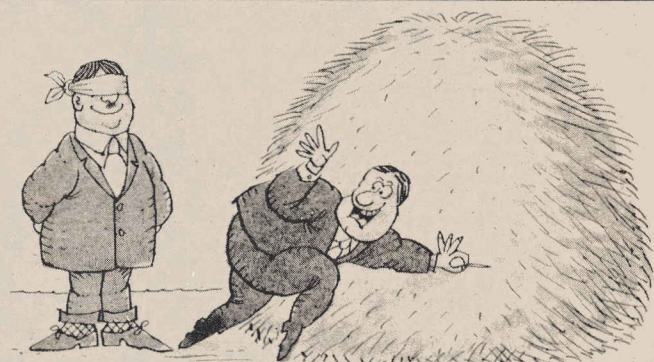
HOW THE TRICK IS DONE

FILLING THE BALLOON WITH SMOKE
(FEMALE ASSISTANT IF POSSIBLE)



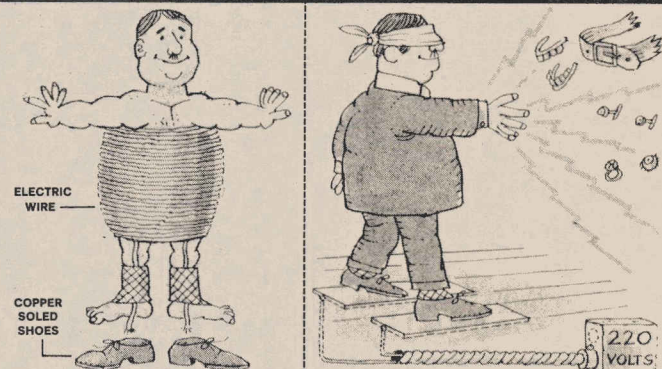
Before the show, you swallow a balloon with a long tube attached. Just prior to your performance, have someone fill the balloon in your stomach with smoke by blowing it into your mouth. Bite down on the tube to keep the smoke from escaping while you are talking. To explain the clenched teeth, tell your audience you're doing an imitation of "Kirk Douglas". Then, all you need to do to produce a puff of smoke is suck in your belly, which squeezes the balloon.

THE "FINDING A NEEDLE IN A HAYSTACK" TRICK



You appear on stage with a huge haystack. Requesting a volunteer from the audience, you ask him to blindfold you. Then, taking an ordinary needle from your lapel, you have him hide it anywhere he likes in the haystack. You then announce to your audience that you intend to recover the needle in exactly two seconds. To the utter consternation of all, you plunge your hand into the haystack, and quickly remove the needle, holding it aloft to deafening applause.

HOW THE TRICK IS DONE



This simple but effective trick will be understood by anyone who had basic high school science. Before going on stage, merely wrap your entire body with electric wire, run the two ends down each leg, under false sock-tops, and into shoes especially fitted with copper soles. Thus, when you walk to the haystack and step on the two metal plates embedded in the stage, the 220 volts of electricity they carry will flow through your body, making you one large electro-magnet which easily attracts the needle in the haystack. (A word of caution: There is obviously an element of danger here, so you must take care to note what other metal items are in the vicinity. The trick will be spoiled if you step too close to a volunteer wearing steel cuff links, belt buckles or teeth braces.)

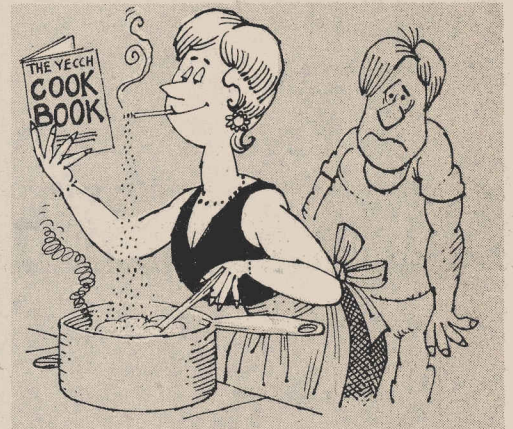
WHERE THERE'S SMOKE, THERE'S IRE DEPT.

Here we go with another MAD "Hate Book" ... those little gems calculated to make MAD readers feel better by blowing off steam about their pet hates. Since non-smokers are the most intolerant people in the world when it comes to smokers, all of you smokers

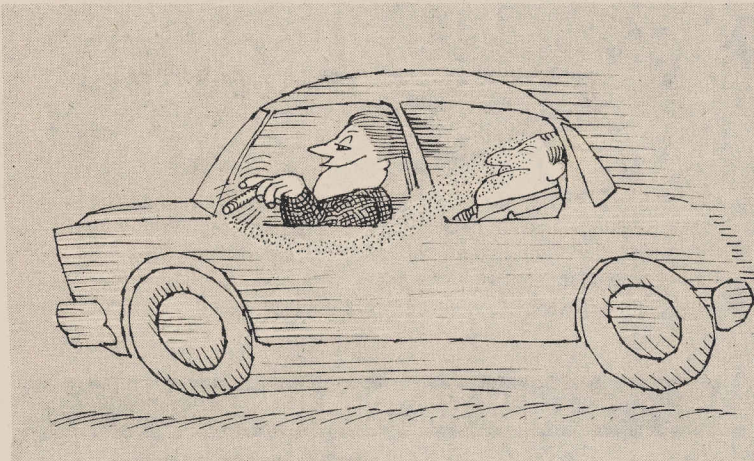
THE MAD NON-SM



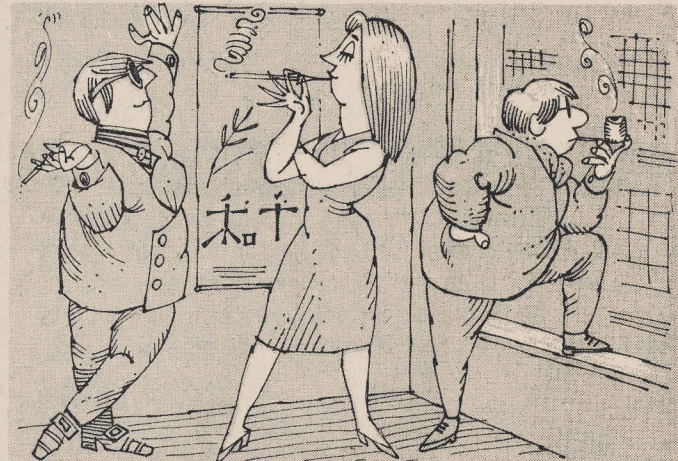
Don't you hate smokers who ...
... put out butts in dishes of food while you're still eating!



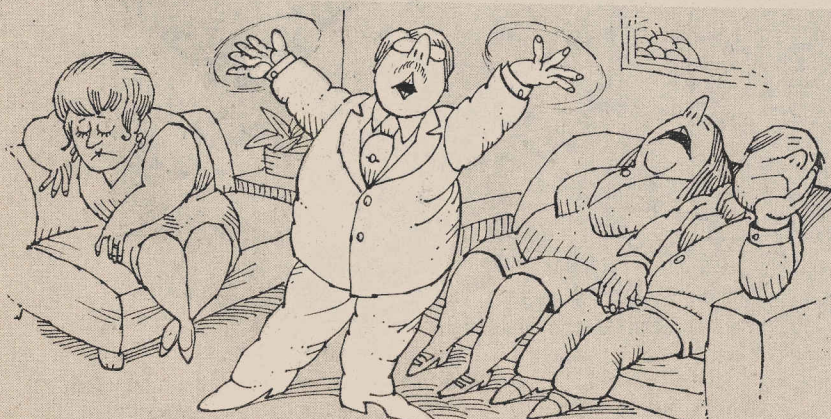
Don't you hate smokers who ...
... smoke while they cook!



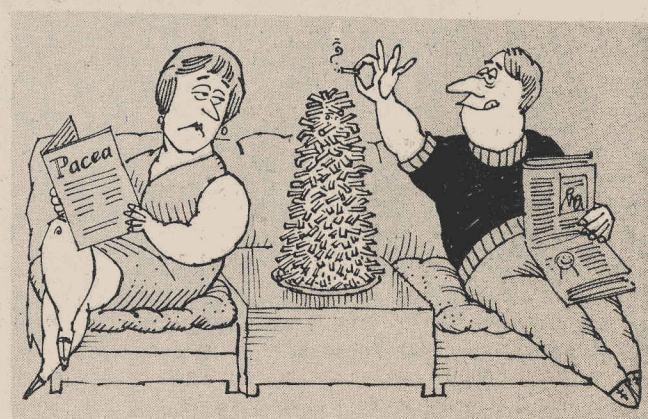
Don't you hate smokers who ...
... flick their ashes out windows of fast-moving cars when you're sitting in the rear seat!



Don't you hate smokers who ...
... affect phony smoking poses that are supposed to make them look smart and sophisticated!



Don't you hate smokers who ...
... bore you with the details of their experiences every time they attempted to give up smoking!

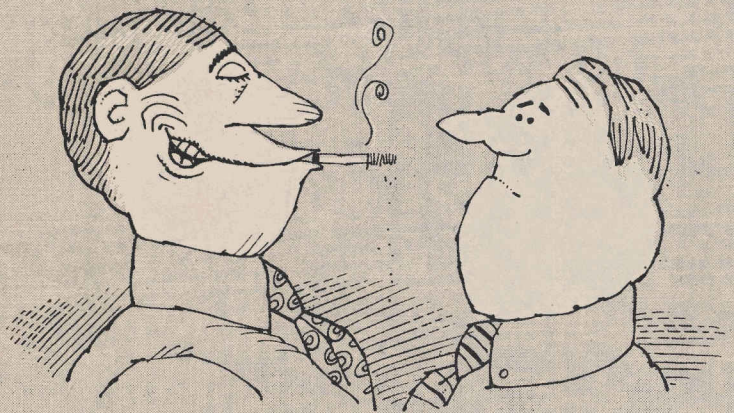


Don't you hate smokers who ...
... add yet another butt to a full ashtray without ever once thinking of emptying it!

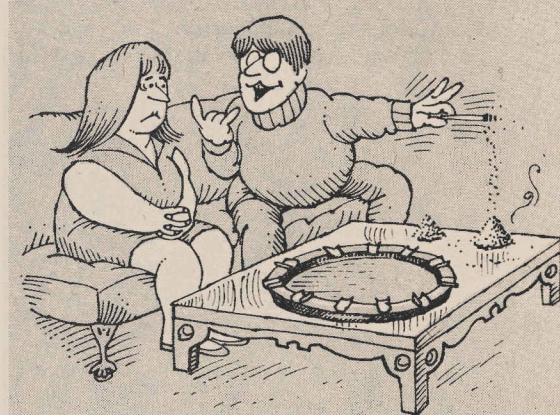
better skip this article. Because it's calculated to make non-smoking MAD readers feel better by blowing off steam about people who, in addition to being addicted to the disgusting habit of smoking, also have disgusting smoking habits. Here, then, Gang, is...

SMOKERS HATE BOOK

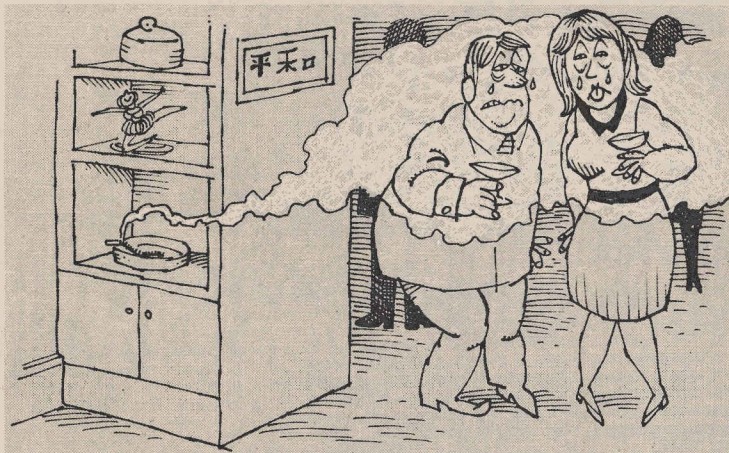
ARTIST & WRITER: AL JAFFEE



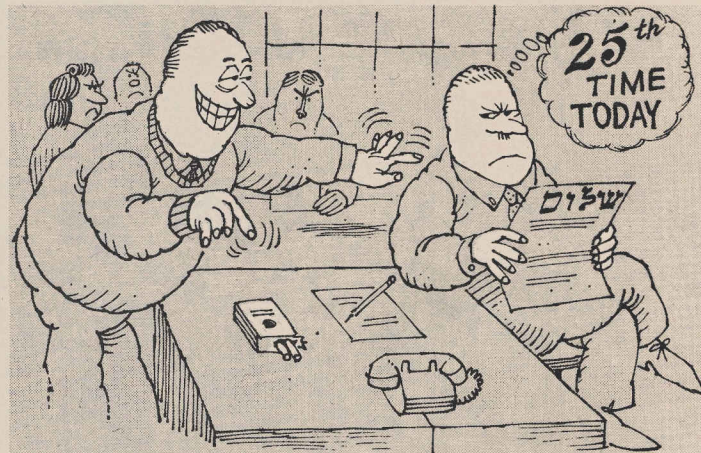
Don't you hate smokers who ...
... talk without ever removing their cigarette from their mouth!



Don't you hate smokers who ...
... never hit the ashtray no matter how big it is!



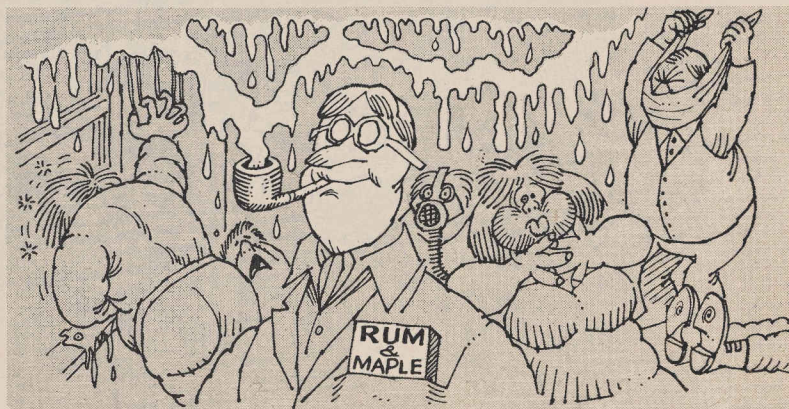
Don't you hate smokers who ...
... let their cigarettes burn out in ashtrays,
causing the nearest thing to a tear gas attack!



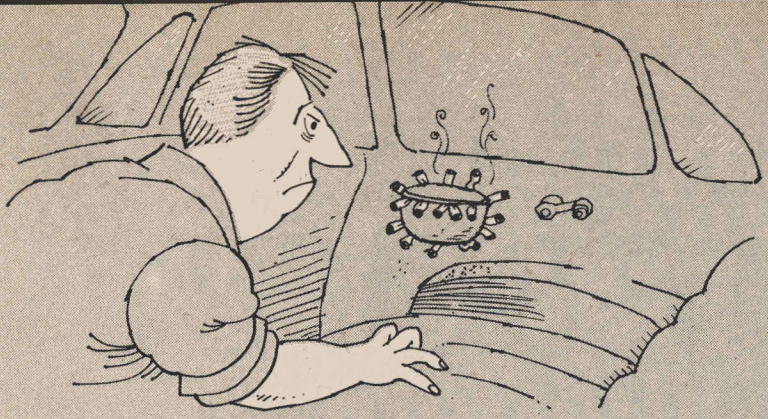
Don't you hate smokers who ...
... are cutting down on smoking by not carrying any,
but who smoke as much as ever by borrowing!



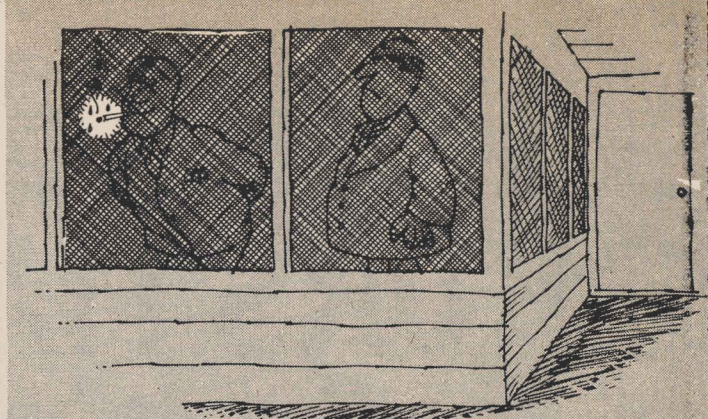
Don't you hate smokers who ...
... insist upon lighting up while visiting someone
who's in the hospital with a respiratory illness!



Don't you hate smokers who ...
... inflict their particular tastes in nauseating
pipe tobacco aromas on an entire gathering!



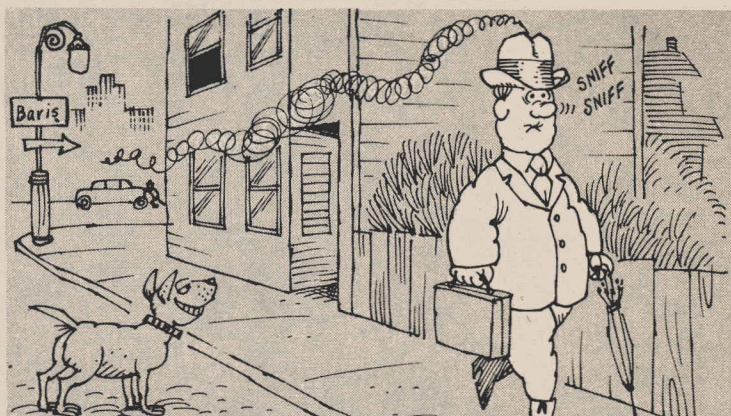
Don't you hate smokers who ...
... stuff auto ashtrays so full they're impossible to remove!



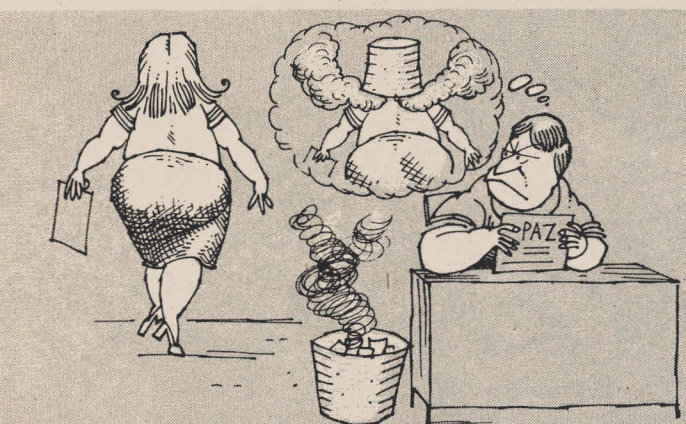
Don't you hate smokers who ...
... stupidly lean into plastic screens!



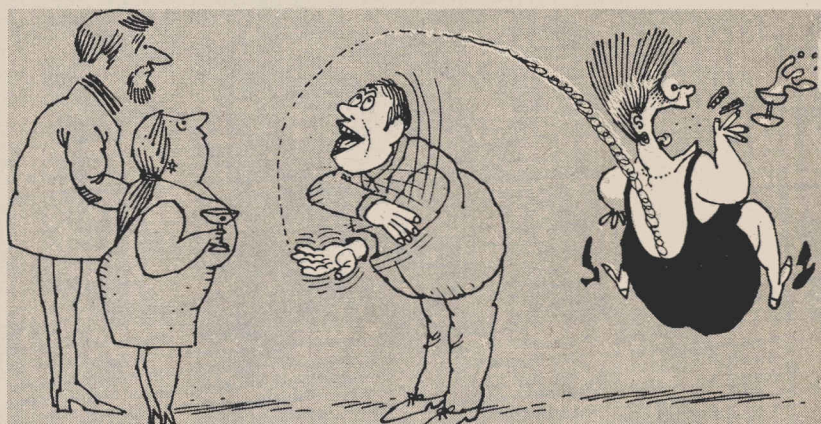
Don't you hate smokers who ...
... always have tobacco spittle running down their chins!



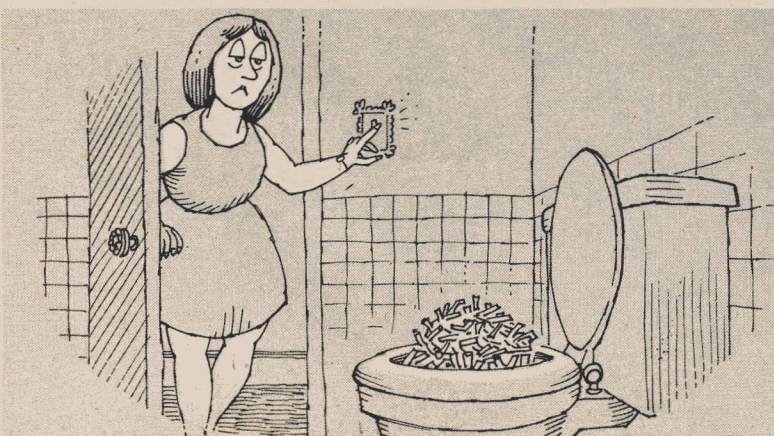
Don't you hate smokers who ...
... flick cigarette butts out windows!



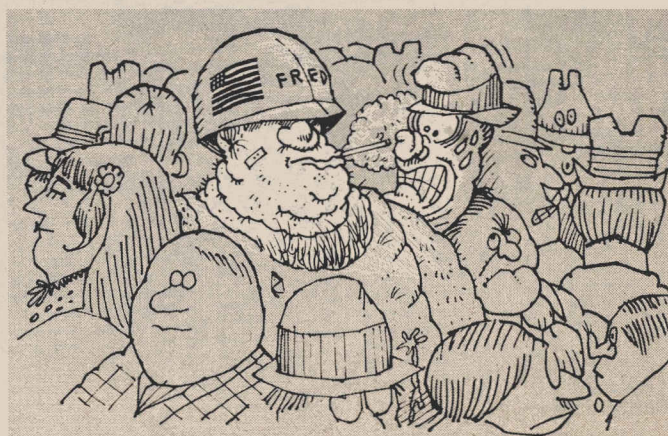
Don't you hate smokers who ...
... throw butts that are still alive in wastebaskets!



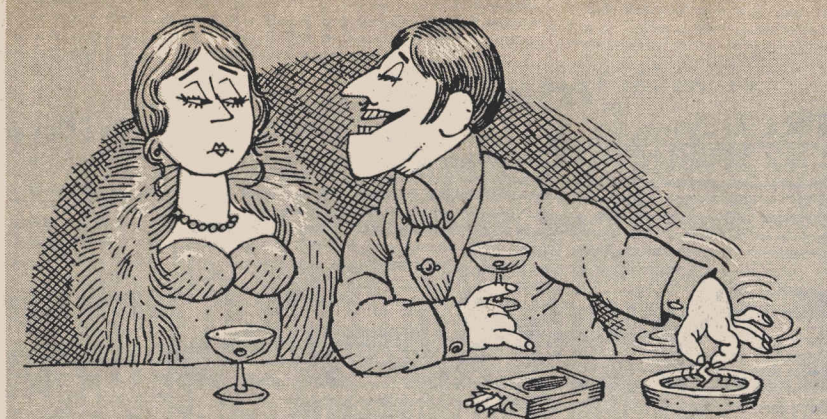
Don't you hate smokers who ...
... do tricks with lighted cigarettes!



Don't you hate smokers who ...
... dump ashtrays in toilets!



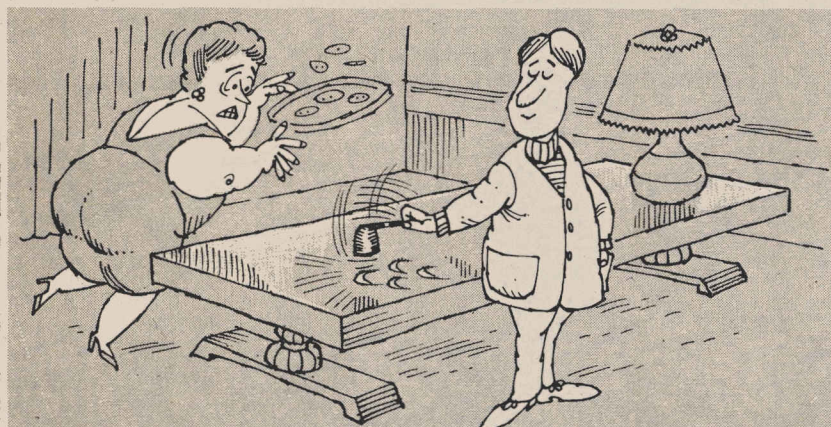
Don't you hate smokers who ...
... insist upon smoking in crowded places!



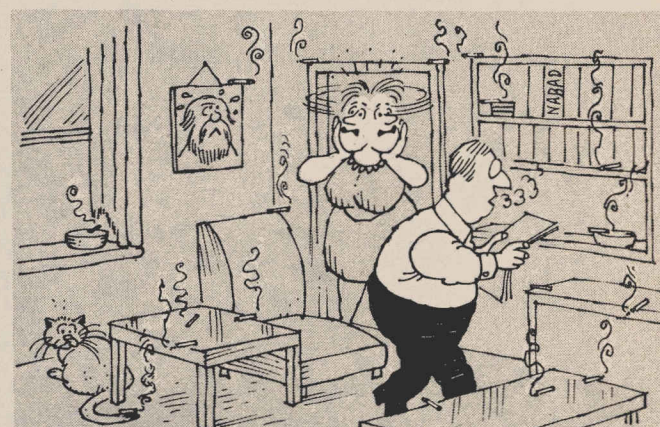
Don't you hate smokers who ...
... keep grinding out a butt till it's time to light another!



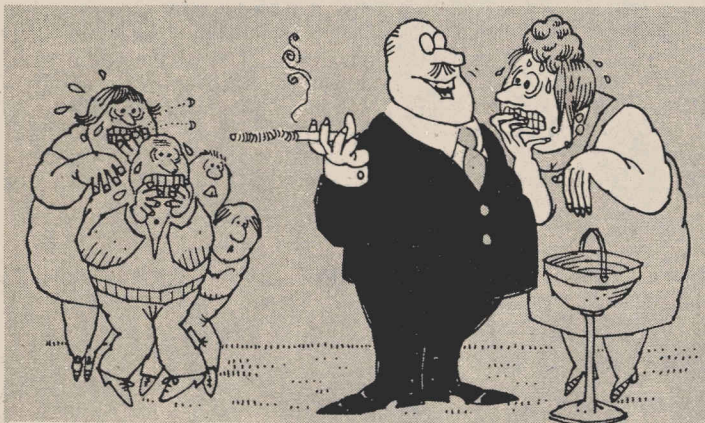
Don't you hate smokers who ...
... sneak smokes in "No Smoking" areas!



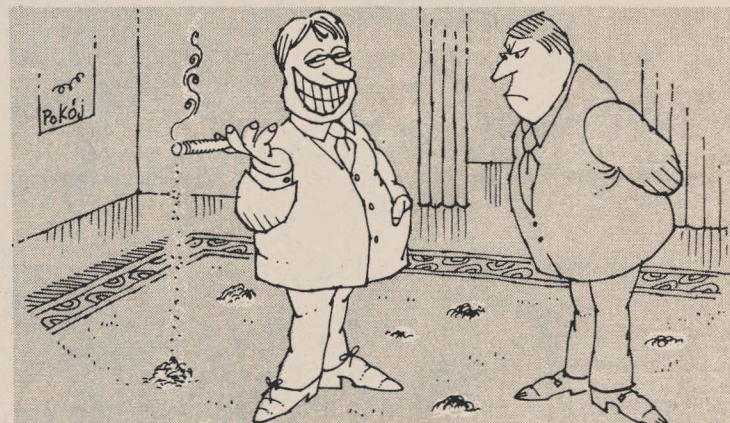
Don't you hate smokers who ...
... tap their pipes on any handy surface to clean them!



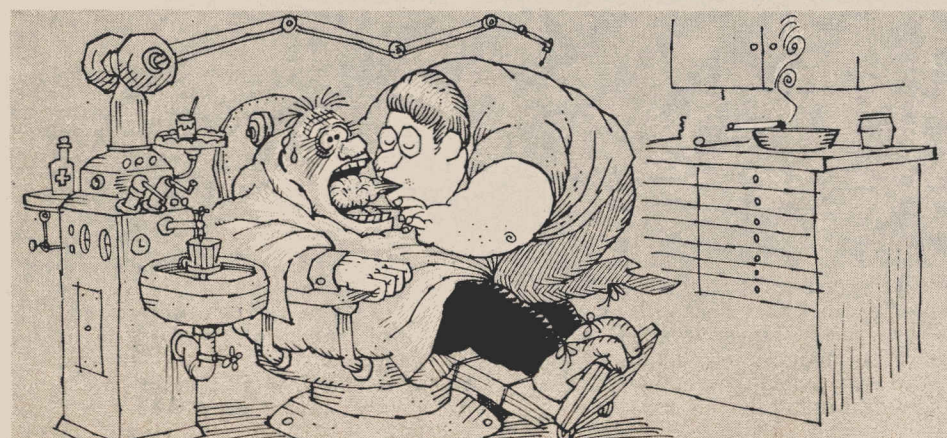
Don't you hate smokers who ...
... never remember where they leave burning cigarettes!



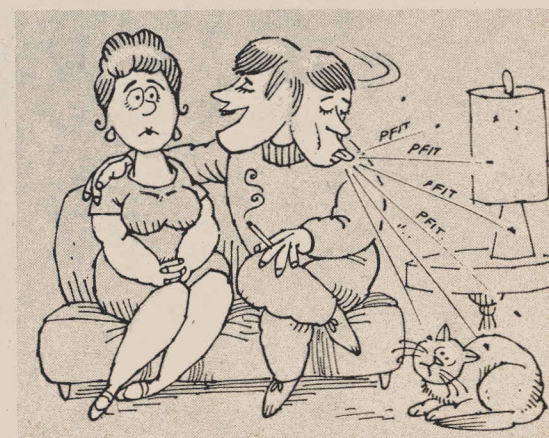
Don't you hate smokers who ...
... wait forever before flicking their ashes!



Don't you hate smokers who ...
... always say, "It's good for the rug!"



Don't you hate smokers who ...
... are dentists or doctors and work on you between puffs!



Don't you hate smokers who ...
... are constantly spitting out bits of tobacco!

ACHILLES WHEEL DEPT.

Lately, there's been a lot of screaming about how Car Manufacturers are to blame for the slaughter on our highways. Well, we at MAD say, "Be fair! Let's put the blame where it really belongs!" Unfortunately, all we could come up with was the

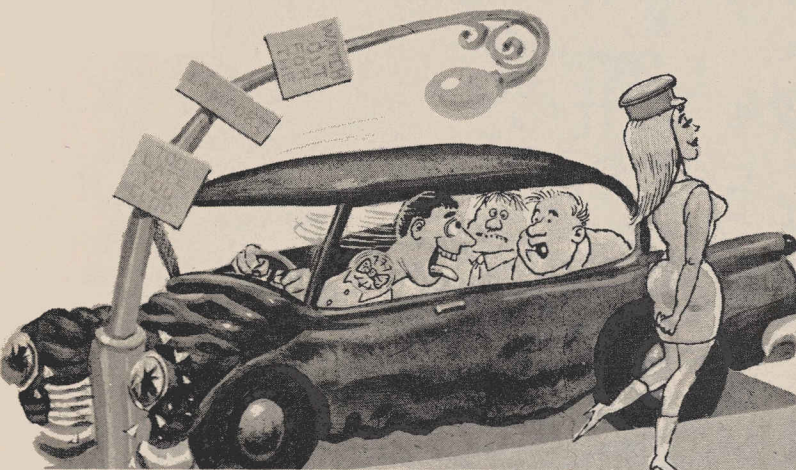
Car Manufacturers. Lately, however, the Auto Industry has been trying to make up for those silly little boo-boos that killed 50,000 people a year. They're now putting all kinds of safety features into cars—like padded dashboards and padded sun

SOME MAD AUTO

ARTIST & WRITER:

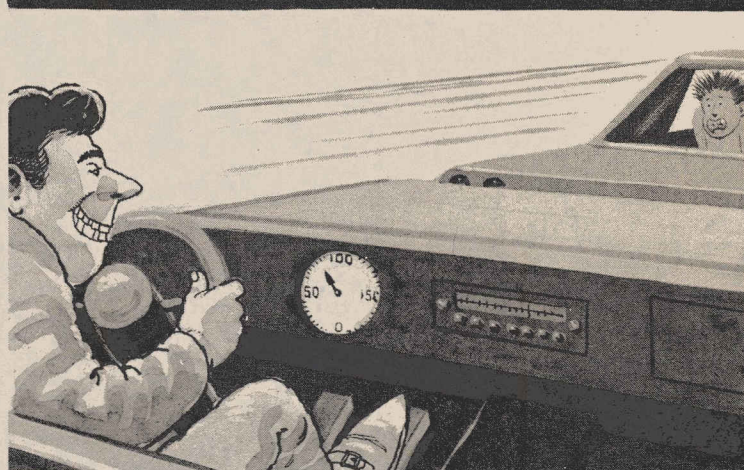
NO MATTER HOW SAFELY AUTOMOBILES ARE BUILT,

IRVING HEADTURNER



Irving's the type of driver who constantly turns his head to the rear in order to ogle girls or talk. This drives passengers crazy . . . not because it's unsafe, but because Irving has bad breath. But even with pleasant breath, a driver who looks everywhere but frontward can be nerve-racking . . . not to mention car, pole and fence-wracking.

TOMMY TAILGATER



Tommy loves to get right on the tail of the car in front—especially at high speed. He chuckles, thinking about how terrified driver ahead will be when he looks in rear-view mirror. Of course, sometimes driver ahead applies brakes without ever looking in rear-view mirror. That's when our Tommy ends up being scraped off car ahead with a spatula.

PERCY DISTRACTED



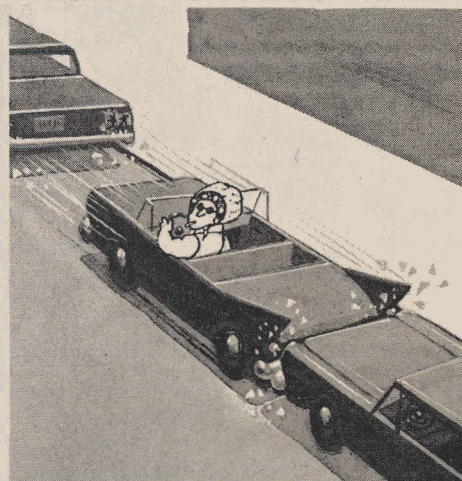
This poor schnook is often beset by a nagging wife and screaming kids. The splitting headache that he gets makes for dangerous driving . . . not because he's liable to crash accidentally, but because he'd like to do it on purpose.

HENRY ONEARM



Henry just can't resist putting an arm around any chick that rides in his car. This is especially dangerous when the chick insists upon sitting in the back seat. And the steamed-up windows don't add to safe driving conditions, either.

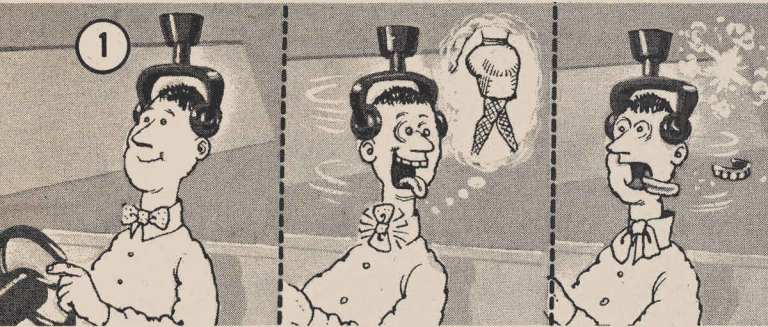
ZELDA BUMPERTHUMPER



No matter how much space she has, our Zelda always raps the car in front and back while parking. This in itself is not dangerous . . . but it will be later on, when the drivers of those cars in front and back try using their lights.

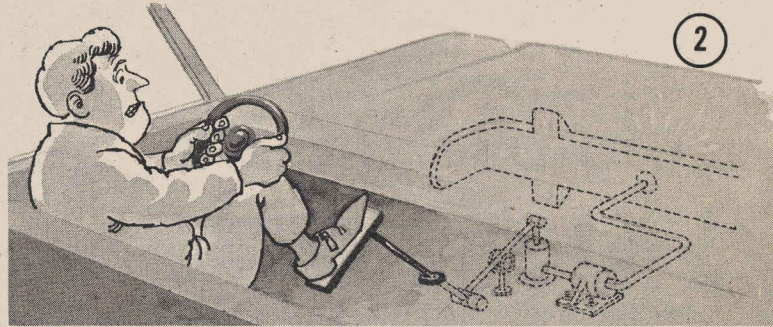
MAD'S NEW AUTOMOBILE KEEP MOST DEDICATED

HEAD RETURNER for Irving Headturner



Headpiece swivels in any direction, which allows Irving freedom for normal and necessary looking around while he is driving. However, it will not allow him to linger too long in these positions because the automatic timer snaps his head back facing forward after exactly three seconds.

RADAR SLOWDOWNER for Tommy Tailgater

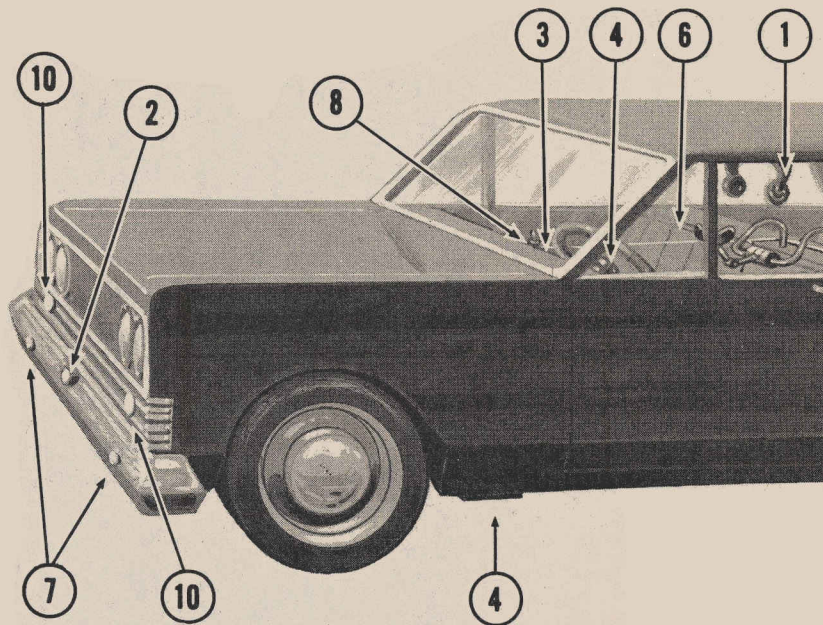


Short-range radar in front bumper, hooked to accelerator, pushes gas pedal back to keep cars one length apart for every ten miles per hour of speed. This saves the lives of many Tommy Tailgaters—a disadvantage that should be overlooked, considering the other worthy lives it saves.

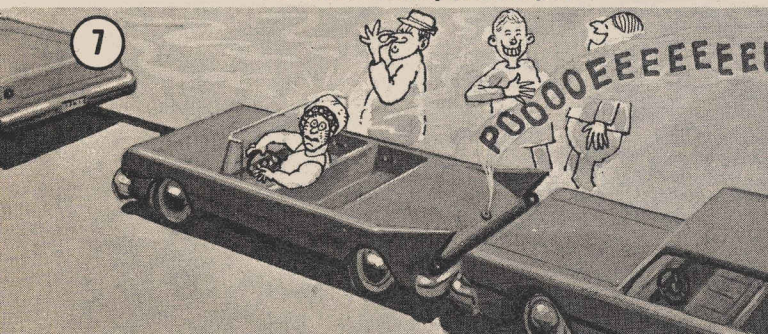
SAFETY ISOLATOR for Percy Distracted



When nagging and screaming begins, a sonar device automatically raises a plastic isolator at a pre-set decibel level. This not only shields Percy from unwanted noise, but razor-sharp edges of isolator screen keep those unwanted hands from reaching around.

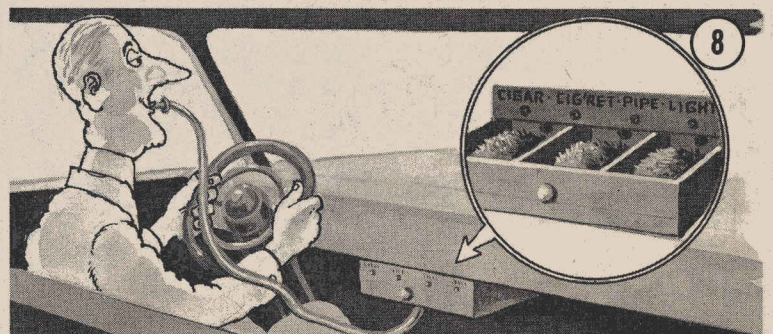


BUMPER BARFER for Zelda Bumperthumper



Car bumpers are supported by tension springs. When they are compressed with more than normal force, a very loud and obscene sound is emitted, followed by the ejection of an appropriate foul odor. The reaction of people passing by embarrasses Zelda and reminds her to be more careful.

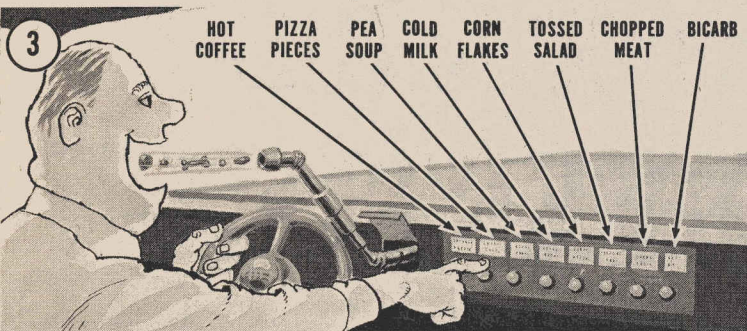
HOOKAH INHALER for Bernie Smokestack



Bins in dash contain tobaccos favored by driving members of family. Smoker places "hookah" tube in mouth, presses selector, and proper tobacco product is automatically lit. Ashes are ejected and danger of fire is eliminated. Car, however, should be checked regularly for signs of cancer.

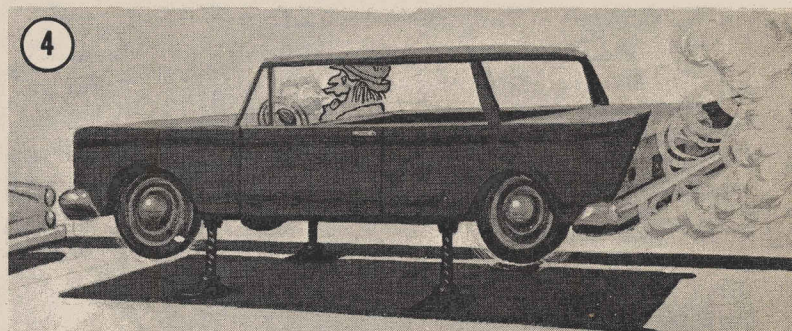
SAFETY FEATURES WILL IDIOTS OUT OF TROUBLE!

AUTOMATIC FEEDER for Sidney Facestuffer

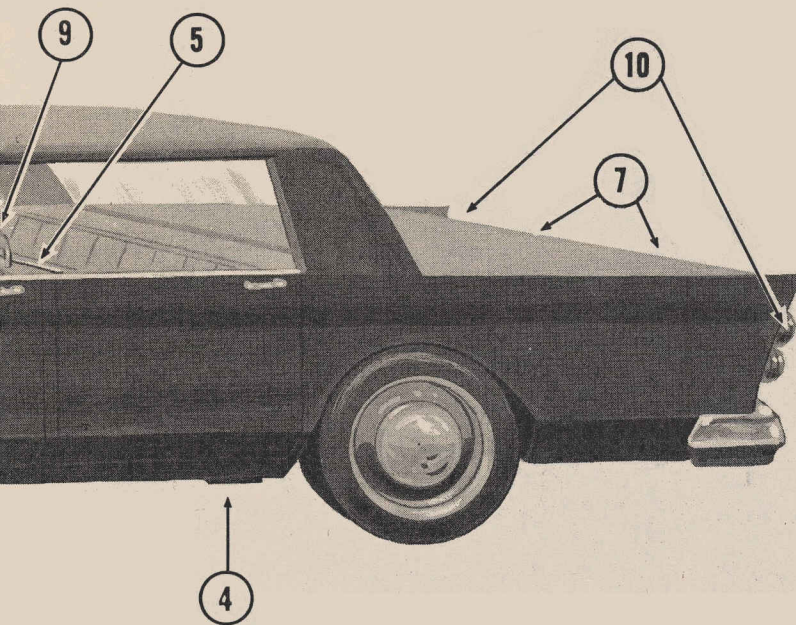


Before each automobile trip, Sidney loads food dispensers with goodies. Pressing the selector buttons while driving activates proper servo-mechanisms which squirt liquids and deliver solids unerringly through tube to Sidney's waiting mouth, without his having to take his eye off road ahead.

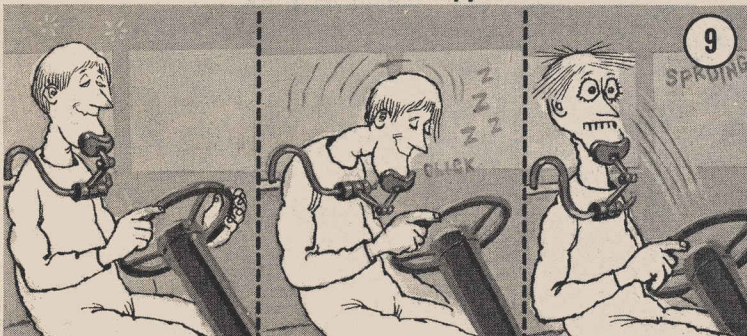
AUTOMATIC PICK-ME-UPPER for Darryl Drunkenslob



When drunken Darryl stumbles into car, alcohol-sensitive electronic sensor in steering column measures his breath and calculates his degree of drunkenness. If the level is unsafe, automatic jacks extend below car, raising wheels, which spin freely while drunk falls asleep at the wheel.

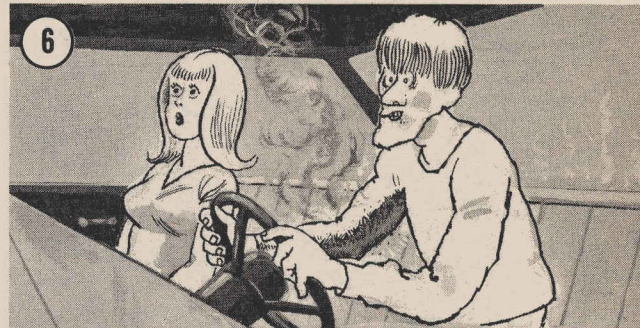


WAKER-UPPER for Marvin Catnapper



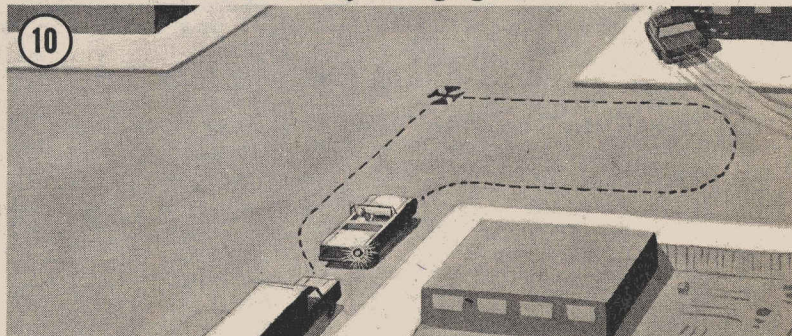
Device worn on chest contains chin support with electric switch which is in "off" position when head is erect. But when Marvin gets sleepy and head nods forward or backward, switch goes on, activating jet nozzle in steering column which releases smelling salts spray that shocks him awake.

BURNING REMINDER for Henry Onearm



While car ignition is on, an electric heating element located inside chrome strip across back of front seat is on, too. So Henry's amorous desires are quickly cooled by a burning reminder, and the results are safer two-handed driving until he can park someplace.

CORRECT TURN GUARANTEE-ER for Wesley Wrongsignal



Directional signals are connected to steering mechanism so that wheel will not turn in any direction other than the one signalled. After turn is completed, the wheel is freed once again. Of course, idiots like Wesley are still dangerous, but their score is kept lower by this device.

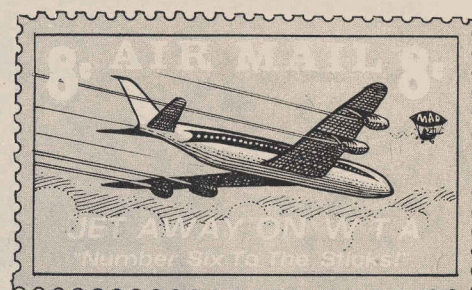
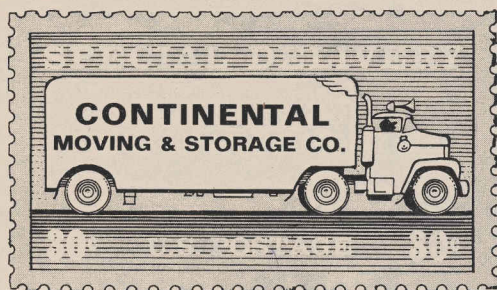
Everyone profits by using the U.S. Mails. Everyone, that is, except the U.S. Post Office Department, as their yearly deficit will attest. So we here at MAD have come up with a solution to this problem—mainly, *advertising!* Stamps are seen by millions of people daily, and the only messages that come through are things like “It’s the 100th Anniversary of Groundhog Day” or “Celebrating the Bi-Centennial of the Founding of the U.S. Fertilizer Industry.” These ridiculous “Commemoratives” bring nothing but the few pennies that the public pays for these stamps. What we suggest is that the Post Office Department get out of the red and into the long green by selling space for

POSTAGE STAMP ADVERTISING

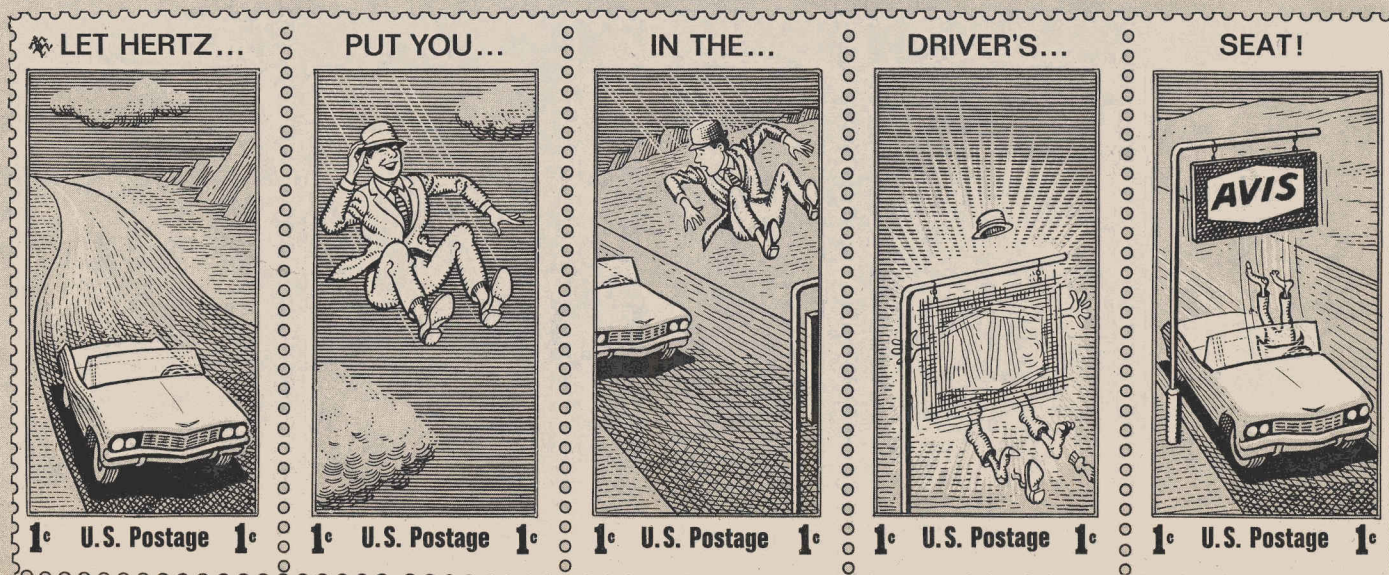
ARTIST & WRITER: AL JAFFEE

STAMP ADS COULD BE US

Standard Post Office Dept. stamps could become highly desirable advertising spaces for certain companies because of their clever “message tie-in” value:

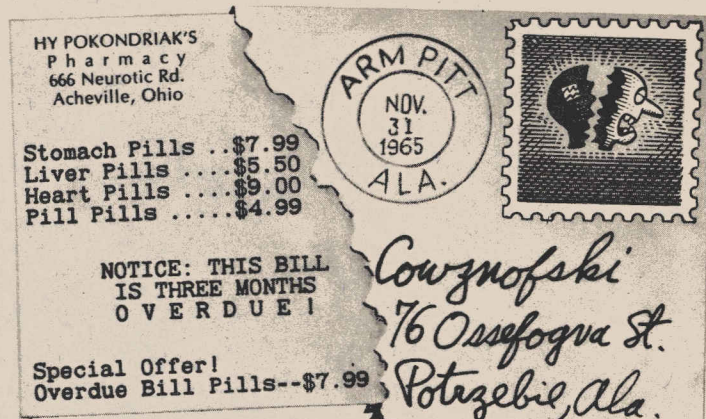
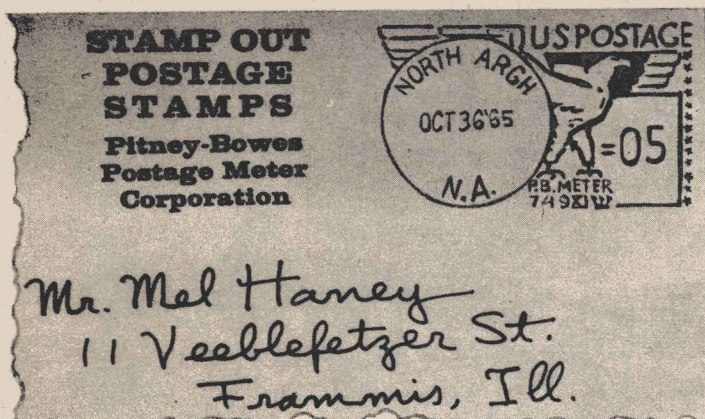


For some advertisers, the “TV Story-Board” technique could be particularly appealing. Here’s an example of an effective “TV Story-Board” stamp strip:



"STAMP ADS" ARE ALREADY IN USE ON A SMALL SCALE

FUTURE "STAMP ADS" COULD ATTRACT BIG ADVERTISERS

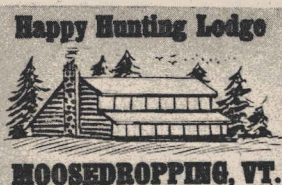


Some "stamp advertising messages" already appear on mail. They are the messages printed by Postage Meters. But the profits from these all go to the Independent Meter-Maker.

With ads printed directly on stamps, the U.S. Government would reap huge profits, and public would be treated to a respite from those idiotic, meaningless commemoratives.

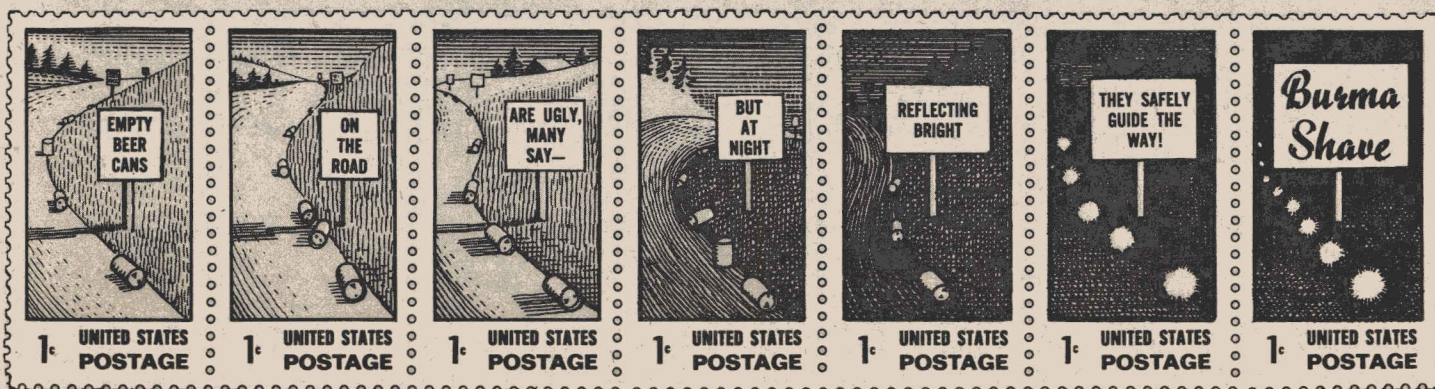
ED IN MANY EXCITING WAYS

Advertisers could split the costs by participating in sheets of stamps the way sponsors do with "Special TV Shows." This would be especially effective when the products relate well to each other.

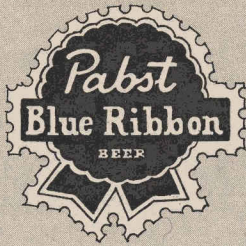


Myron Bloodthirsty,
27 Blastum Place,
Catskill, Ga. 67890

Other stamps, sold on rolls, could be used one at a time . . . or all at once to create amusing "teaser" effect that their road-sign counterparts produce:



Everyone would collect odd-shaped stamps. A double-purpose could be served by producing them, since it is an ideal way to promote company trade-marks:



The largest volume of mail sent out by business organizations contains bad news for the public . . . mainly bills. To offset the bad feeling created by this necessary evil, bill-senders could use special stamps like these, that feature fun and entertainment, and make the recipient forget his troubles:

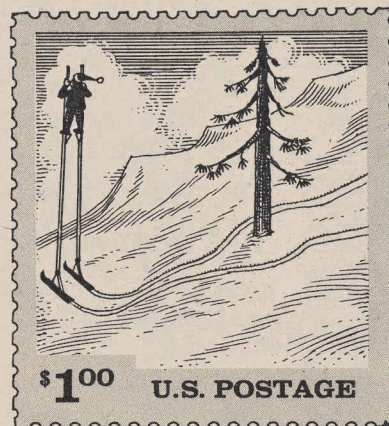
THE SYNDICATED CARTOON STAMP

Famous Comic Characters could be used on stamps to get laughs. Value of such Public Relations to Bill-Mailers would be so great, they'd willingly use costly denominations for ordinary 5¢ letters.



THE ONE-PANEL GAG CARTOON STAMP

Popular magazine cartoonists would submit fresh gags for each month's new issue of these hilarious stamps.

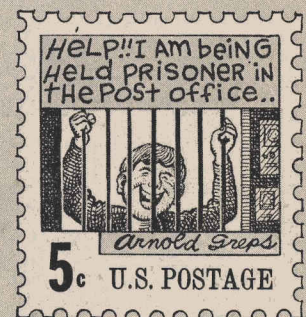
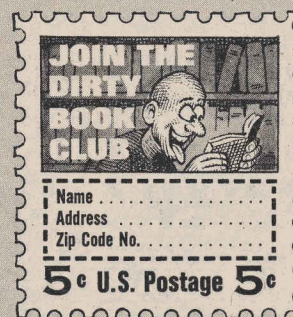


THE CONTINUITY SERIAL-STORY STAMP

Customers would look forward to each month's installment, and might even make unwanted purchases just to be sure of having a bill mailed to them.



On the local level, Postmasters would be authorized to accept small orders for special printings of stamps containing personal messages. For example:



ANNOUNCEMENTS

Stamps like these could be used as extra reminders of gifts due, etc. Excellent for notices of Engagements, Marriages, Births, Deaths, Divorces, Re-Marriages, etc.

ELECTIONEERING

Politicians couldn't resist this publicity gimmick, and P.O. Dept. would make money instead of losing it on all these free-loaders who can now mail their letters free.

SALES GIMMICKS

Small "Mail-Order" outfits would find the personalized stamp a real boon with its easily-clipped-out coupon. (Note: Coupon is glueless on back for easy removal.)

FUN AND GAMES

Huge teenage market could be created with personal "Do-it-yourself" gag-type stamps. Besides profit for P.O. Dept., kids would also be forced to learn to write.

**WHAT BIG
DISASTER
HAS
OCCURRED
ON THIS
PAGE?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

Every day, we hear of some new threat to our way of life. But on this page, a really big disaster has taken place. To find out what it is, fold in page.



FOLD PAGE OVER LIKE THIS!

A▶

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**NUCLEAR SCARES ARE WITH US . . . AND WE ALL HAVE TO
FACE IT. ALL OVER THE WORLD, PEOPLE ARE BUSY HOLD-
ING MEETINGS SO THEY CAN QUICKLY PINPOINT AND
IDENTIFY ANY POSSIBLE THREAT TO THEIR LIVING AREA!**

A▶

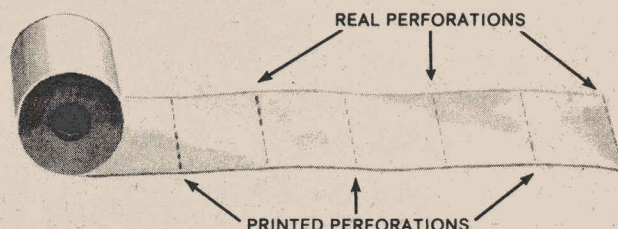
◀B

A WORSE MOUSETRAP DEPT.

The big corporations have always depended upon "Planned Obsolescence", the calculated rapid breakdown in acceptable design and performance of their products, to keep their coffers filled. Planned Obsolescence boosts sales and profits by insuring quick replacement of worn-out or outmoded items. Recently, consumer crusaders

PLANNED OBSOLESCENCE

TOILET PAPER

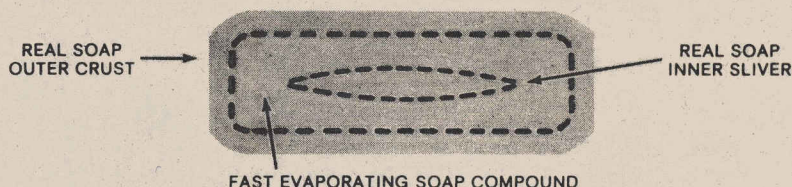


Careful examinations have disclosed that perforations alternate between real ones and phony ones. Phony ones are only printed on. Thus, when consumer gives normal yank, five feet of tissue cascades onto floor. Since consumer never suspects real reason, he vows time and again to be more careful next time. Of course, tissue on floor is discarded...and roll goes fast that way.

SOAP



NEWLY UNWRAPPED



2 DAYS LATER

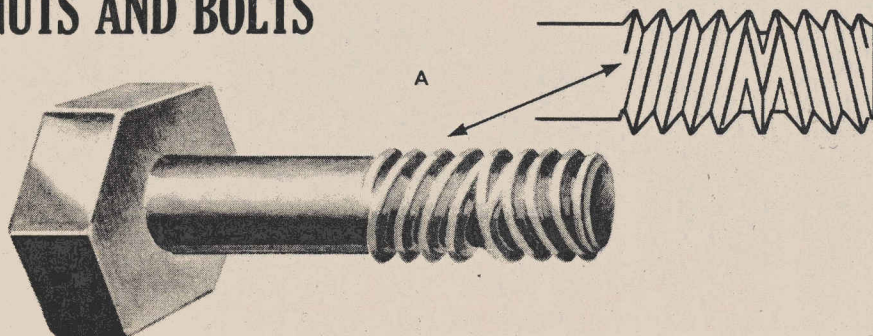


5 DAYS LATER

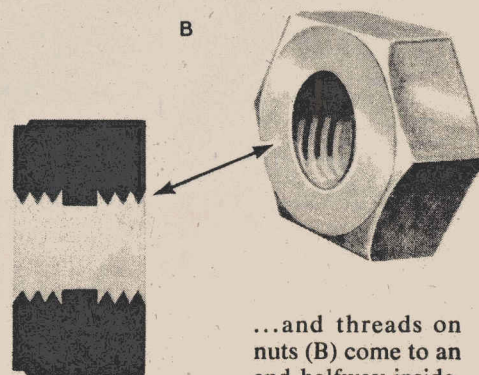
Most bars of soap will turn into slivers in about 5 days whether soap is used or not. This is due to presence of

"fast evaporating soap compound"—located between normal outer crust and inner sliver—which is dissolved by air.

NUTS AND BOLTS



Many ordinary nuts and bolts are virtually useless. For example, threads on bolts (A) are manufactured so that they cannot work with any ordinary nuts...



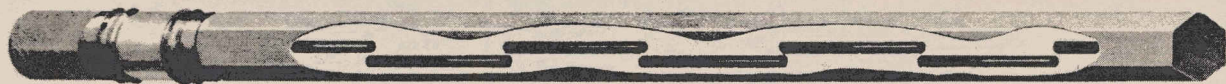
...and threads on nuts (B) come to an end halfway inside.

like Ralph Nader have been exposing the despicable practice of **Planned Obsolescence** in the automobile and appliance fields. But the use of **Planned Obsolescence** in less spectacular, but no less important products, that the average consumer cannot do without, has been totally ignored. And so, to fill the gap, here's a MAD report on

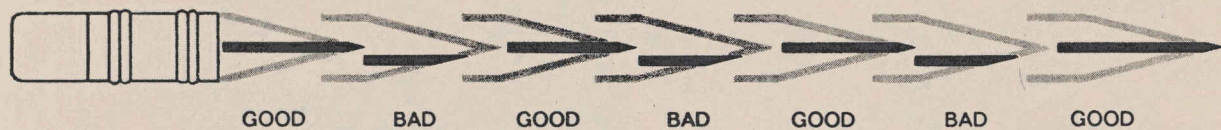
IN EVERYDAY PRODUCTS

ARTIST & WRITER: AL JAFFEE

PENCILS

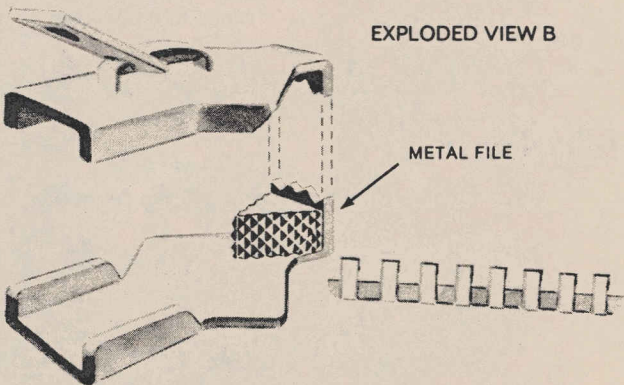
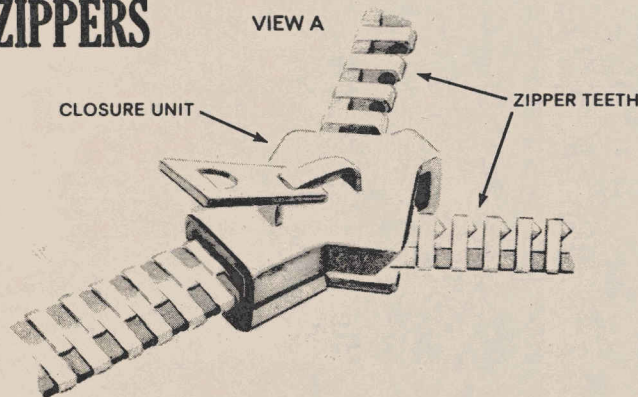


Investigation shows how lead is placed in many pencils today, and the kinds of points you get when you sharpen them.



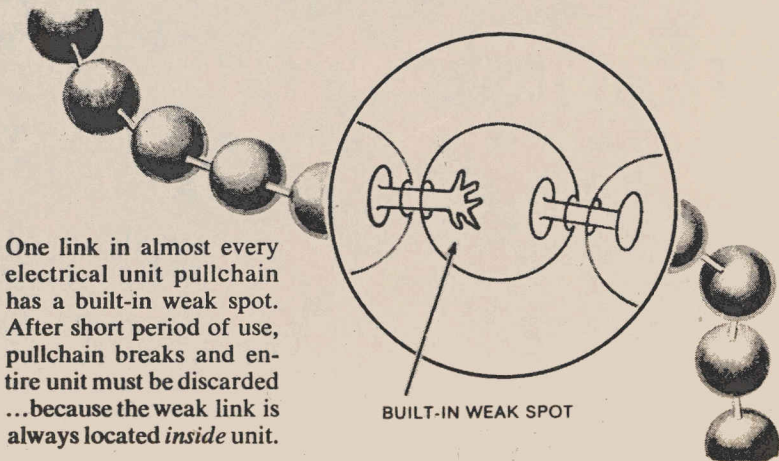
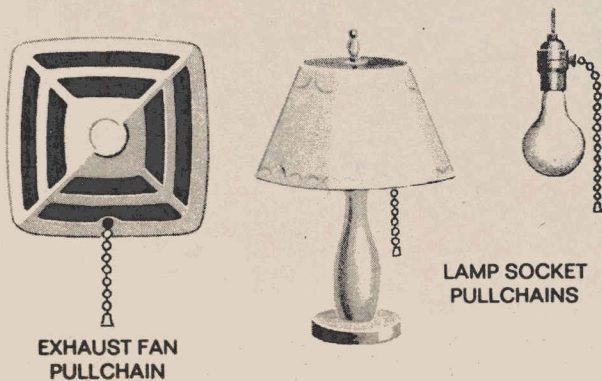
Note that every other point is bad. As a result, when the consumer sharpens pencil, he keeps doing it until he gets a good point. Thus, he uses up this pencil twice as fast as a well-made one, and the sharpener is usually blamed.

ZIPPERS



The zipper is so foolproof that it could be made to last forever. But what good would that be? So, as in exploded view (B) above, we see how a carefully placed metal file in every closure unit goes to work on the zipper teeth as it moves up and down over them, wearing them out quickly. This causes gapping, jamming and—best of all—replacing!

ELECTRICAL UNIT PULLCHAINS

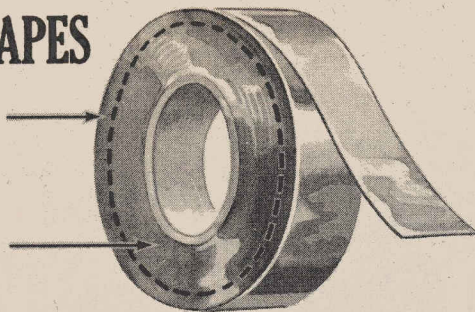


One link in almost every electrical unit pullchain has a built-in weak spot. After short period of use, pullchain breaks and entire unit must be discarded ...because the weak link is always located *inside* unit.

ADHESIVE TAPES

TAPE COATED WITH
REGULAR ADHESIVE

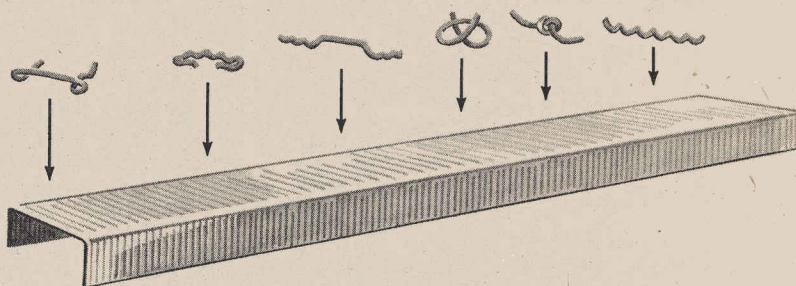
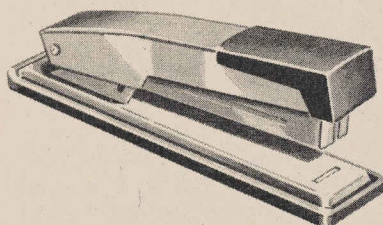
TAPE COATED WITH
SPECIAL ADHESIVE



First three feet of most adhesive tapes are coated with the normal adhesive and unrolled easily. But after that, a special adhesive is used which has been designed to stick

best to tape itself. This makes it virtually impossible to remove more than one inch of tape at a time, and the disgusted consumer, thinking it's just old, buys new roll.

STAPLES

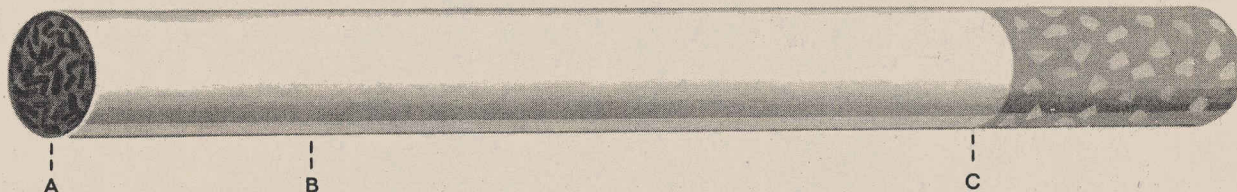


Most bars of staples look perfectly innocent. But every third staple is actually made of soft, inferior wire that

can't penetrate even one sheet of paper. It simply turns into one of the grotesque shapes shown and is discarded.

CIGARETTES

Most new long cigarettes actually burn down more quickly than old shorter types, thanks to specially-developed tobacco.

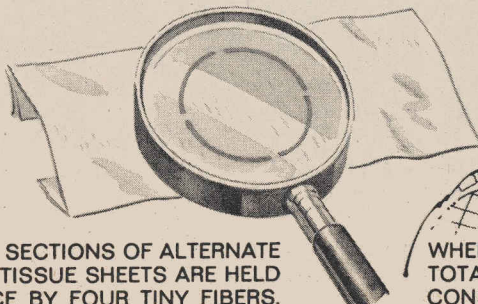
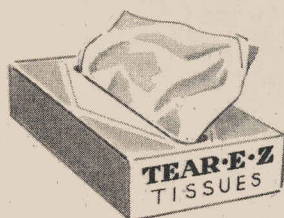


TOBACCO BETWEEN "A"
AND "B" IS REGULAR
SLOW-BURNING KIND

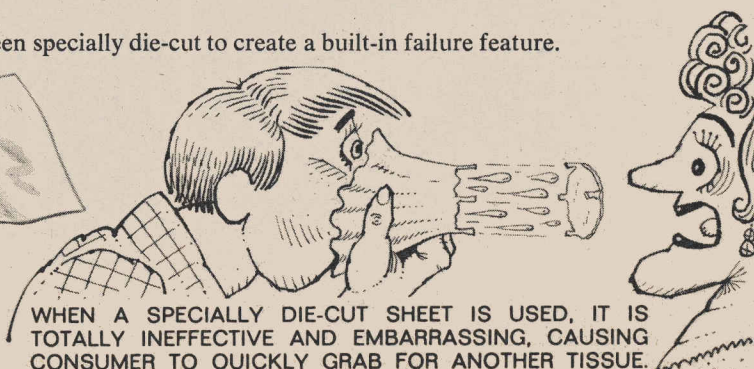
TOBACCO BETWEEN "B" AND "C" IS SPECIALLY-DEVELOPED NEW TYPE
(IMPREGNATED WITH PARTICLES OF GUN POWDER) WHICH BURNS DOWN
IN A SPLIT SECOND SO CONSUMER QUICKLY LIGHTS UP ANOTHER ONE.

FACIAL TISSUES

Alternate sheets of many brands of facial tissues have been specially die-cut to create a built-in failure feature.

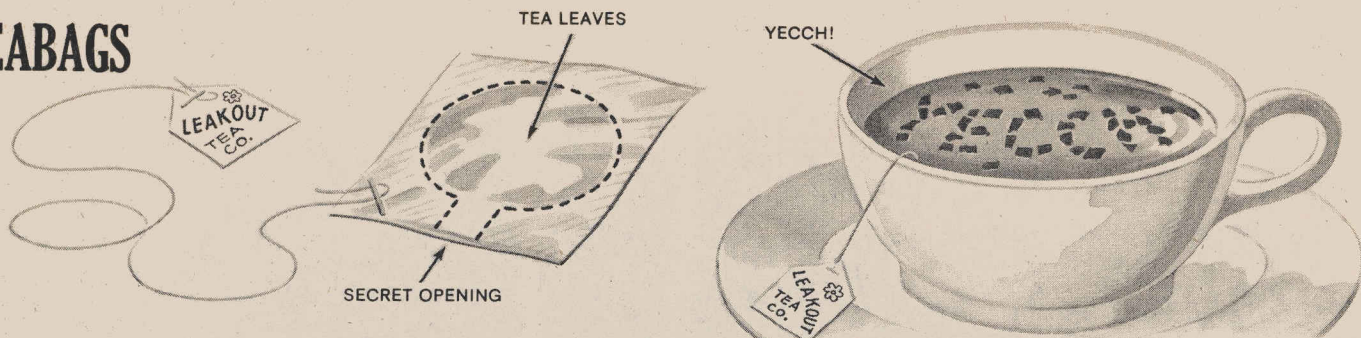


CENTER SECTIONS OF ALTERNATE
FACIAL TISSUE SHEETS ARE HELD
IN PLACE BY FOUR TINY FIBERS.



WHEN A SPECIALLY DIE-CUT SHEET IS USED, IT IS
TOTALLY INEFFECTIVE AND EMBARRASSING, CAUSING
CONSUMER TO QUICKLY GRAB FOR ANOTHER TISSUE.

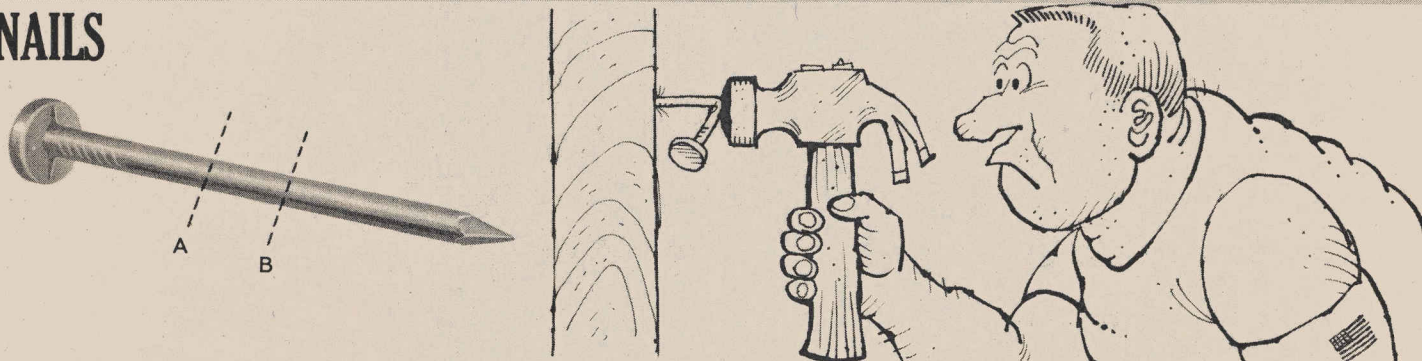
TEABAGS



Many teabags are made with secret openings that are cleverly concealed to prevent discovery by inspection. These openings are sealed with a non-toxic glue that dissolves in hot water.

When secret opening is unsealed, tea leaves escape into the water, and unwary consumer is forced to dump it out and start all over with a new tea bag.

NAILS



A close scrutiny of the nails offered for sale to home workshop buffs reveals that a high percentage of them may look normal but are actually manufactured with a 1/4 inch

section of soft lead ("A" to "B") which bends under impact of first hammer blow. Amateur carpenter naively thinks it is his bad aim, pulls out bent nail and uses another one.

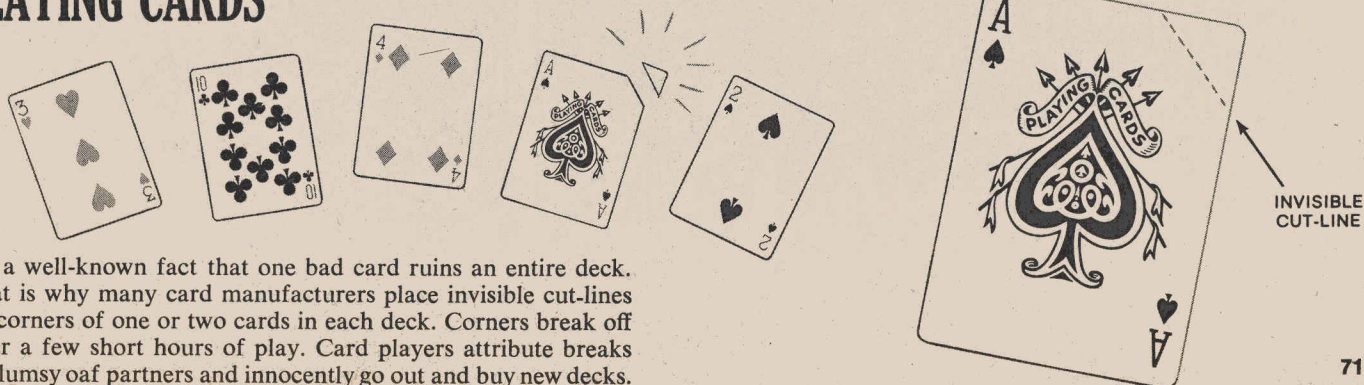
MATCHES



Many matches when struck, spark, sputter and then go out. User thinks match is wet and takes another one! Actually,

match has been treated with a flameproof chemical! A box of 50% bad matches like these gets used up mighty fast.

PLAYING CARDS



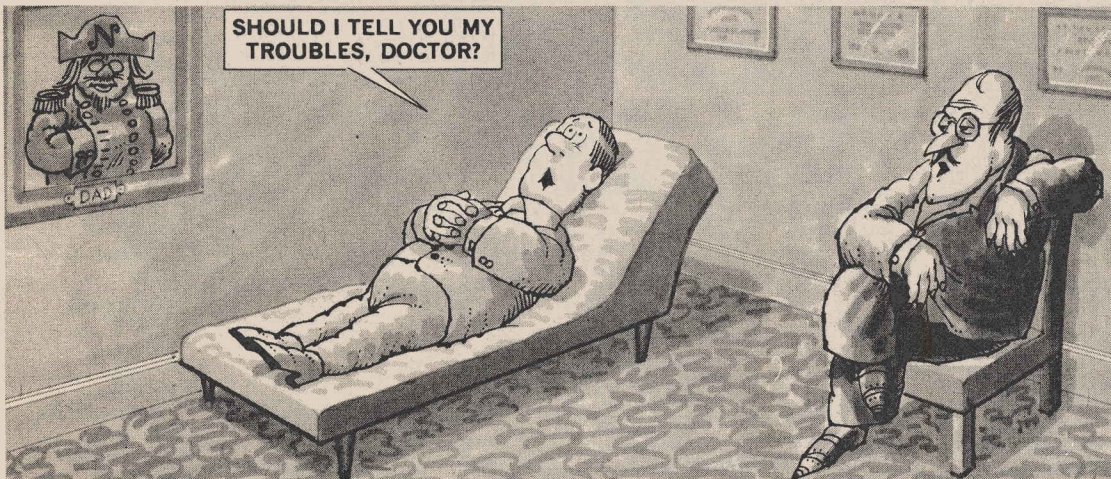
It's a well-known fact that one bad card ruins an entire deck. That is why many card manufacturers place invisible cut-lines on corners of one or two cards in each deck. Corners break off after a few short hours of play. Card players attribute breaks to clumsy oaf partners and innocently go out and buy new decks.

PUT YOUR FUNNY WHERE YOUR MOUTH IS DEPT.

Are you reading a magazine? Are you reading MAD Magazine? Are you reading the introduction to this article? Then you know what "Stupid Questions" are, because we just asked three of the stupidest! Are

you sick and tired of being asked stupid questions? Would you like to put them down? Then this article (by Al Jaffee) is for you! So were the first two articles on the very same subject (by Al Jaffee)

MORE SNAPPY ANSWERS



No, just pay me **\$50** an hour, and let me tell you my troubles!

No, tell me some jokes! I've heard all the troubles I can stand for one day!

No, tell me about your **Mother's** troubles! Start out with the klutz she got stuck with for a son!

.....
.....
Is this blank balloon here for any reason?
Yes, it's waiting to collect "Unemployment"!

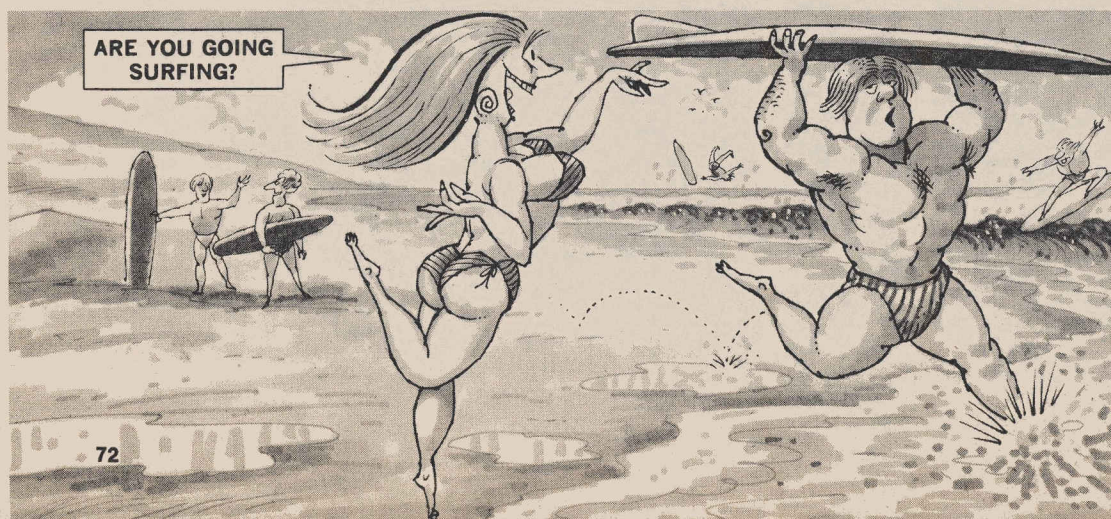


Why? Are you falling down?

No, it's just that I have this **fetish** about armpits!

No, I'm looking for **apple pickers** for my orchards, and this is how I test out people's reach!

.....
.....
Is this blank balloon for the reader's use?
Yes, so he can enjoy reading dotted lines!



No, I'm a **delivery** man for an **Ironing Board** Company!

No, this is just a new **style** hat I've created!

No, I once had a **dreadful** experience with a flight of **Canadian Geese**, and I'm taking no chances on **that** ever happening again!

.....
.....
Is this for the reader's own snappy answer?
No, it's for making out his laundry list!

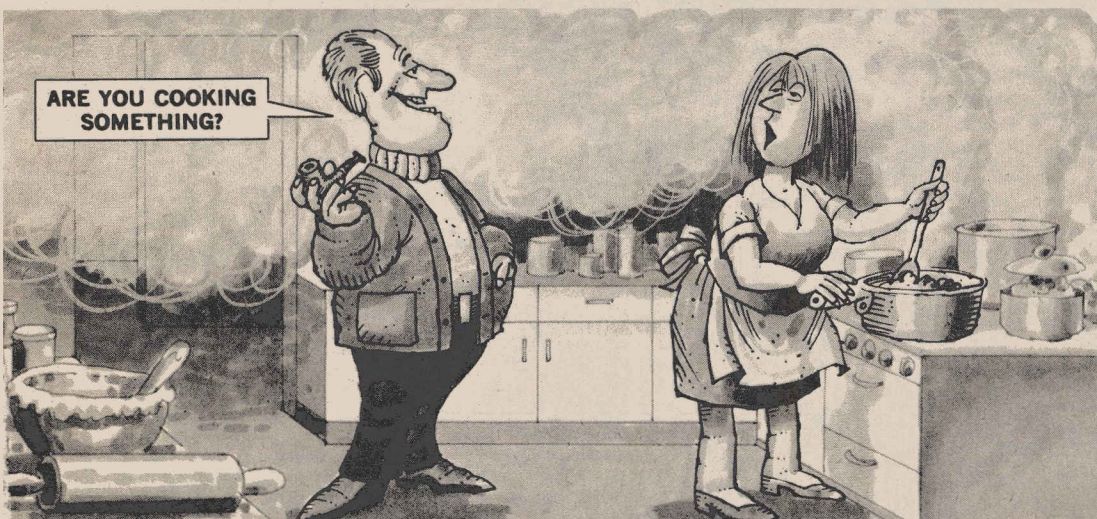
that we ran several issues back! So was the first MAD paperback book on the very same subject (by Al Jaffee) that we published several years back! So is the upcoming all-new MAD paperback book on

the very same subject (by Al Jaffee) that's about to be published! Which means that, besides this long-winded introduction, this article is nothing more than another plug for Al Jaffee's new collection of



TO STUPID QUESTIONS

ARTIST &
WRITER:
AL JAFFEE



ARE YOU COOKING
SOMETHING?

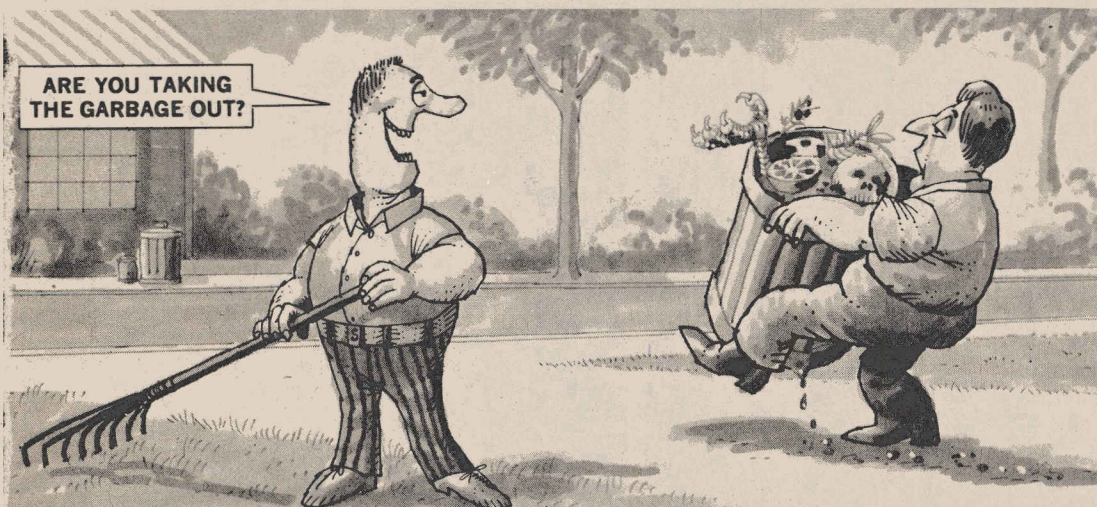
No, I've decided to
turn our kitchen into
a **Sauna Bath!**

No, I'm burning pots!

No, I'm drawing a hot
bath for a chicken!

Does the reader write his snappy answer here?

No, he writes "The Lord's Prayer" here! He writes his snappy answer on the head of a pin!



ARE YOU TAKING
THE GARBAGE OUT?

No, I'm taking our **dinner**
out! I put the **garbage**
in our refrigerator!

No, I'm taking my **wife**
out! But she's **shy**, and
this is the **only way**
she'll go anywhere!

No, I'm taking this
picnic basket out!
Anytime you're hungry,
feel free to **dig in!**

After he fills in the balloon, what happens?

He hangs on and tries for an altitude record!



ARE YOU DIGGING
A FOXHOLE?

No, I've got a **three-day**
pass, and I'm digging a
tunnel home to Chicago!

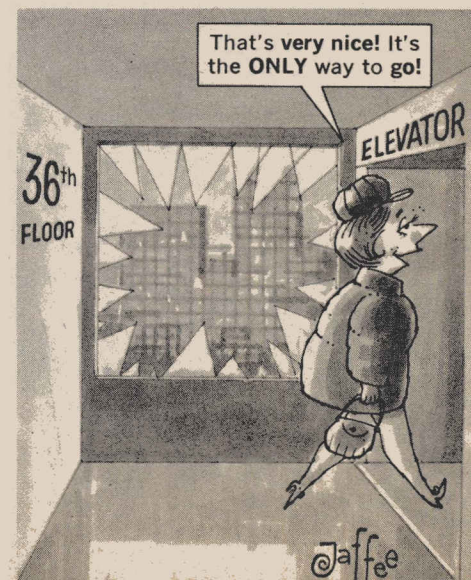
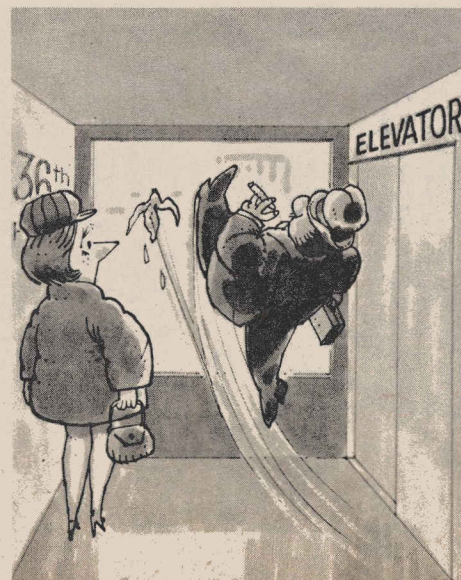
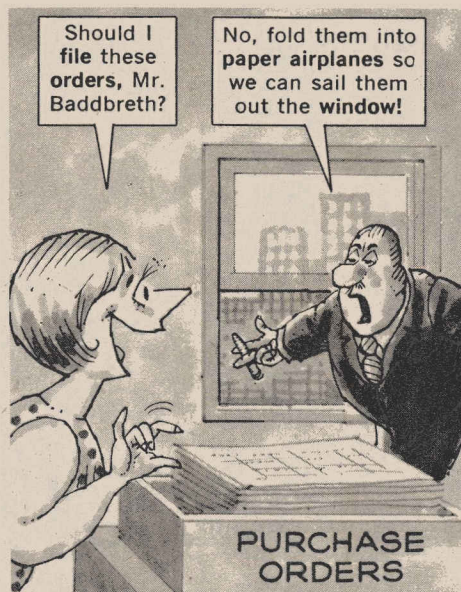
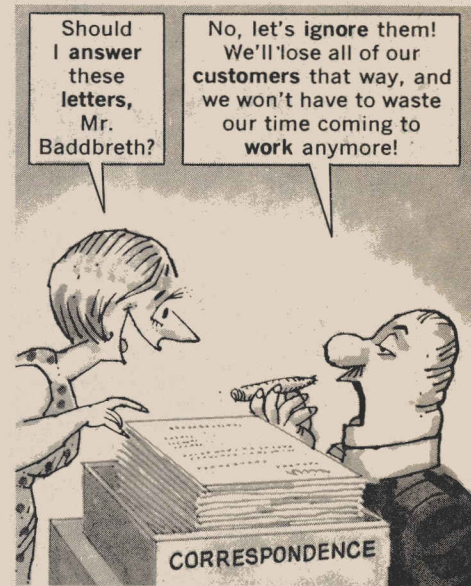
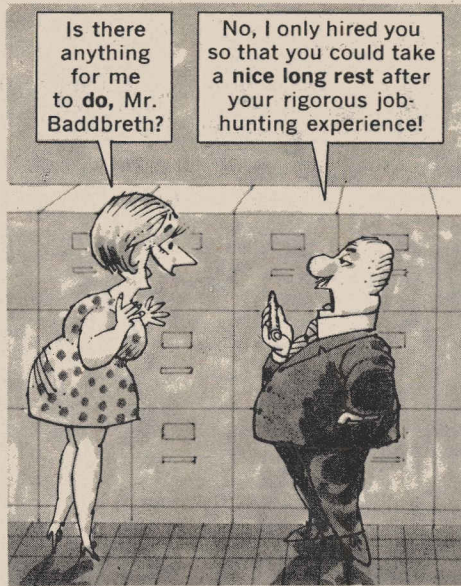
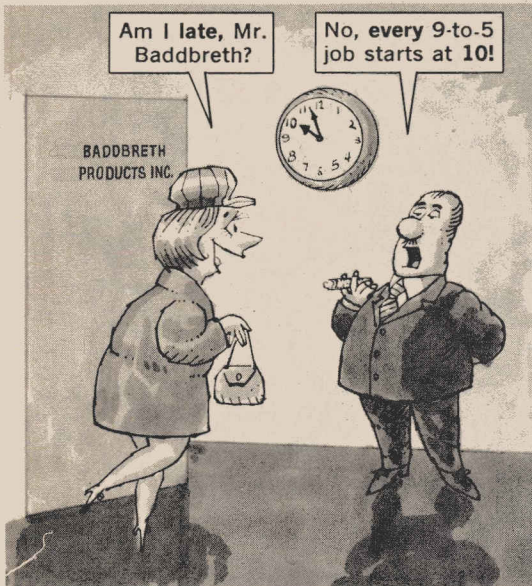
No, I'm building a **swimming**
pool to relax in during
those pleasant moments
between **mortar attacks!**

No, I'm digging a **final**
resting place for **idiots**
who ask **stupid questions!**
By the way, how tall are you?

After he's finished, should he mail them in?

Yes, to the proper Mental Health authorities!

A "SNAPPY ANSWERS TO STUPID QUESTIONS" OFFICE SAGA



Just when television is at its peak in its efforts to make viewers "health conscious" ...like banning cigarette commercials, encouraging all those "diet product" ads and stressing physical fitness, along comes a weekly SitCom that's so loaded with sugary pap that it's causing violent medical reactions among diabetics who don't even watch the show ... which features a very small kid with a very large "cuteness quotient" who makes everyone laugh with his cloying little-boy wit ... and who's rapidly becoming a—

WEB*STAR

ARTIST: ANGELO TORRES

* TV NETWORK

WRITER: LARRY SIEGEL

I'm **Gorge Slobadopolus**, a former **Pro-Football star** who's now a **Sports Announcer**! Not long ago, an **old teammate** of mine ... **Travers Short** ... and his wife **died**, leaving me with the **closest thing** to their **hearts** ... their **autographed picture** of **Howard Cosell**—**WITHOUT** his **toupee**! They **ALSO** left me their **KID**!!

I'm Gorge's wife, **Saccharine**! I'm a female **Consumer Advocate** who's every bit as **good** as **Ralph Nader**! Actually, when I look at Gorge's **waistline**, I'm not so sure I advocate what **HE consumes**! **Uh**—as you can see, I'm also every bit as **FUNNY** as **Ralph Nader** ...!

Anyway, **Saccharine** and I **adopted** **Travers' kid**, who has got to be the **cutest** ... most **huggable** ... most **adorable** half-pint on **Earth** ...!

And here he comes **NOW**—the **1980's Black male** answer to **Shirley Temple**!

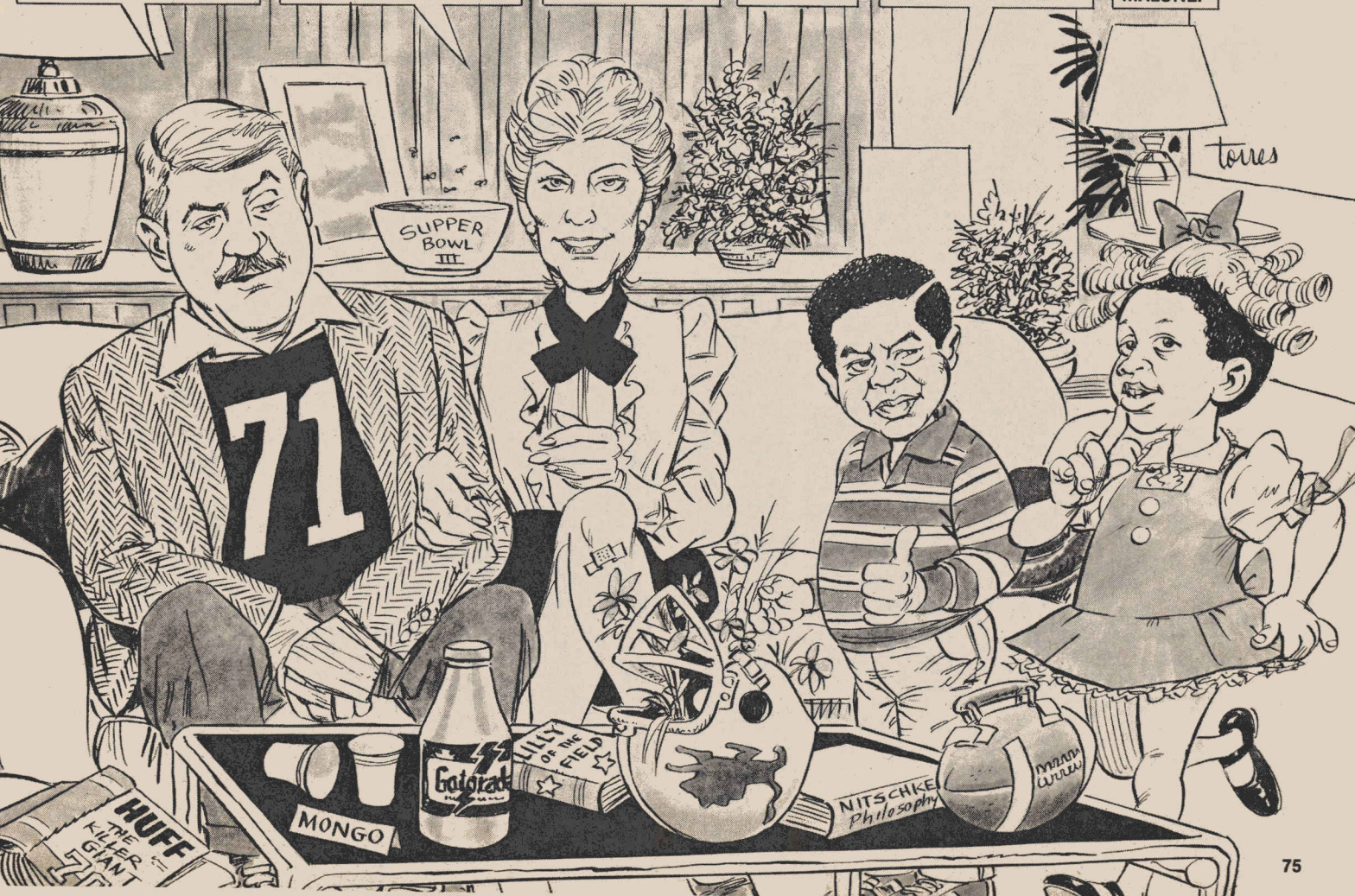
Hi, folks! You want **cute**? Push my **dimples** and my **eyes light up**! You want **cute**? Jab my **belly-button** and I **honk** like a **car**! You—

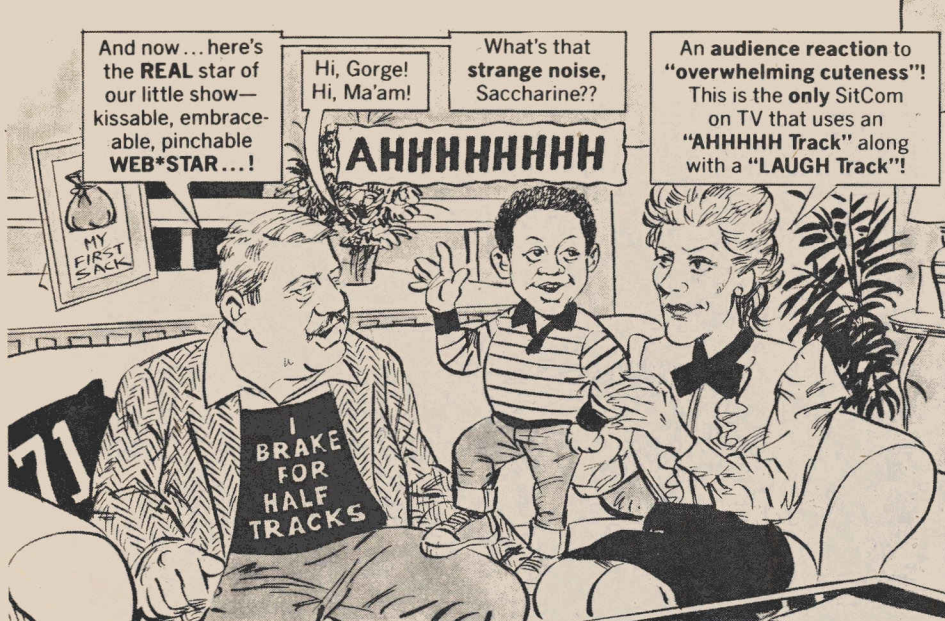
Arnuld, will you get **out** of here?! You're in the **wrong house**—and the **wrong SitCom**!

Hold it, Buster ...! You described "**small, Black, adorable and adopted**!" That's **ME**! There's no one else on **Earth** who's **smaller, Blacker** or more **adorable** than I am!!

On the **goo-ood ship Lollipop**—

Except HIM! Next to **Web*star**, I'm about as **cute** and as **cuddly** as **MOSES MALONE**!





And now ... here's the **REAL** star of our little show—kissable, embrace-able, pinchable **WEB*STAR** ...!

Hi, Gorge!
Hi, Ma'am!

What's that **strange noise**, Saccharine??

An audience reaction to "**overwhelming cuteness**"! This is the **only** SitCom on TV that uses an "**AHHHHH** Track" along with a "**LAUGH** Track"!

AHHHHHHHH

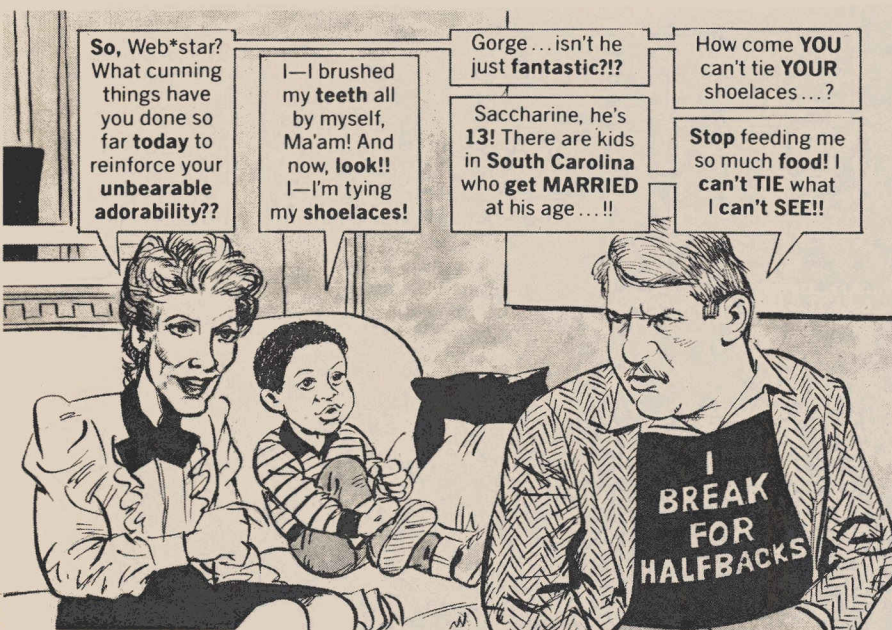


Hey, it's **MY** turn to hug him now! My **contract** clearly states that I get no less than **ONE HUG** every **FIVE MINUTES**! And it's been almost **NINE MINUTES** now ...!!

Okay! But I get to hug him later on this evening ...!!

Just **you** and I ... a bottle of **chilled root beer** ... and **candlelight**, eh, Web*star?

Not tonight ...! I've got a **stomach ache**!!



So, Web*star? What cunning things have you done so far **today** to reinforce your **unbearable adorability**??

I—I brushed my **teeth** all by myself, Ma'am! And now, **look**!! I—I'm tying my **shoelaces**!

Gorge ... isn't he just **fantastic**??

Saccharine, he's **13**! There are kids in **South Carolina** who get **MARRIED** at his age ...!!

How come **YOU** can't tie **YOUR** shoelaces ...?

Stop feeding me so much **food**! I can't **TIE** what I can't **SEE**!!



Chuckle ... chuckle ... so much for our hilarious husband-wife banter! **NOW** it's time to get into our boring **weekiy story** ...!

Gee, I thought we were already **INTO** it! Web*star said "**Hi**!" to both of us—and then we **hug-ged** him! That sounds like a **typical story**!

Yes ... but not an "**EPISODE**" story!

You're right! On **this** show, it's a **two-parter**! Maybe we should **cut out** the **hugging**, and just concentrate on the "**Hi**!" ...!

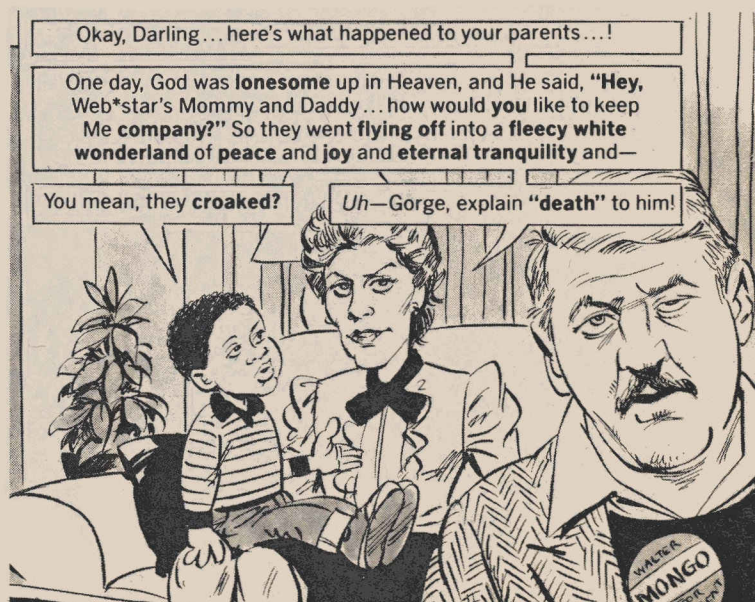


Ma'am ... Gorge ... How come I don't have a **REAL** Mommy and Daddy?

Hear that, Gorge? **THAT's** our story for this week ... explaining to Web*star what happened to his **real parents**! It just can't miss ...!!

You're right! We've done it **twelve times** already this season ... and it **HASN'T MISSED YET**!!

That's what makes our show so **unique**! We do **FIRST-RUN RE-RUNS**!



Okay, Darling ... here's what happened to your parents ...!

One day, God was **lonesome** up in Heaven, and He said, "**Hey**, Web*star's Mommy and Daddy ... how would **you** like to keep **Me** **company**?" So they went flying off into a **fleecy white wonderland** of **peace** and **joy** and **eternal tranquility** and—

You mean, they **croaked**?

Uh—Gorge, explain "**death**" to him!



Okay...! Web, I once had a friend named **Marlin Oafson** who was a **Pro Football player** just like me and your **Daddy!** Anyway, Marlin recently starred in a television series called "**Father Morphine**"—

I **SAW** that once! You mean **my Mommy** and **Daddy** died on their own TV show just like **Marlin** did on his? Does that mean I'm gonna die on **THIS** show??

GROW about **two inches**, Kiddo... and we'll **ALL** be dead!!

Let's take this from the **top**, Web! Once upon a time, there were a lot of **Black families** on TV, and just about **every Black kid** had a **Mommy** and a **Daddy**...!

Then, the **White TV** viewers got disgusted with the **Black Mommys** and **Daddies!!**

Why? Were they getting **too stupid?**

WORSE! They were getting **too INTELLIGENT!** They began holding **paid jobs**... and owning their **own homes**... and—you know!!—doing **ridiculous things** that **Black people** have **no business** doing...!

So the **Lords of Television** looked deep into the **Book of Neilsen**... and, just as the **Bible** tells us happened in **Egypt**, they decided to **punish the first-born sons of Black families**...!

You mean... with **locusts** and with **Plagues** and stuff?

Even more terrible! By **killing off their parents** with the **dreaded disease** for which there is **no known cure—TVC!!**

What does **TVC** stand for...?

TeleVision Convenience!

But instead of **killing off the Black children, too**, the **White Lords of Television** decided to give them **nice White parents**... just like the kind **THEY'd** had!

That's not fair!!

Be reasonable, Darling! What **ELSE** could they do with kids like **you** and **Arnuld?** **Slavery**—unfortunately—is **DEAD!!** And you're **much too young** to be **CLEANING MAIDS!**

I want my **real Mommy and Daddy!**

We **can't** always have what we **want**, Dear! Take **Gorge**, here, for example! He was a **successful Pro Football player!** Now, he's a **popular Sportscaster!** But the **fondest wish** of his life has **never come true**...!

To be **President of the United States?**

No, much more important than that! To **STAR** in a "**Miller Lite Beer**" **Commercial!!**

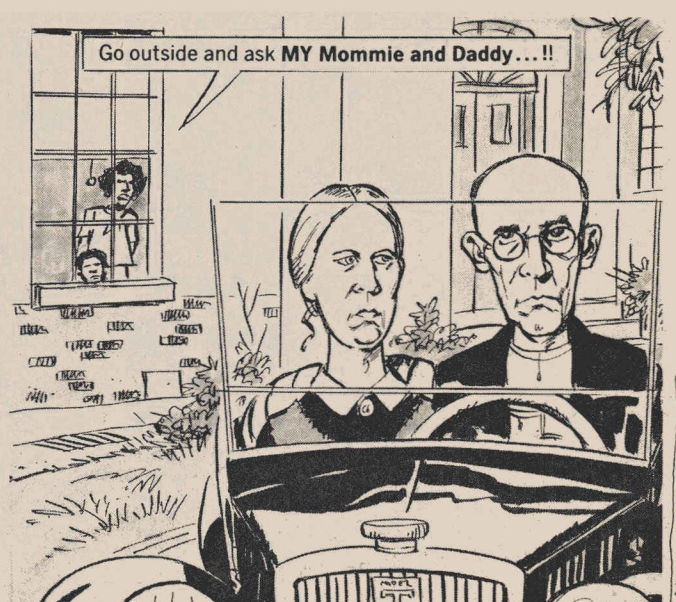
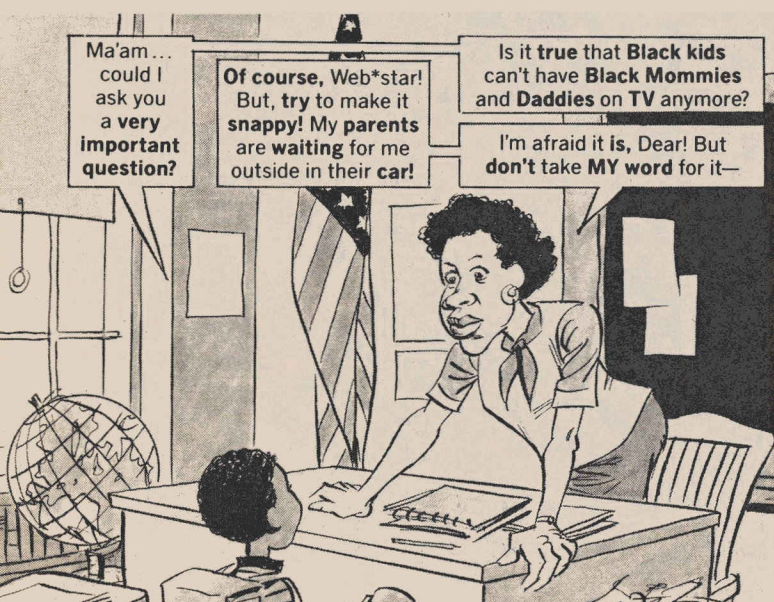
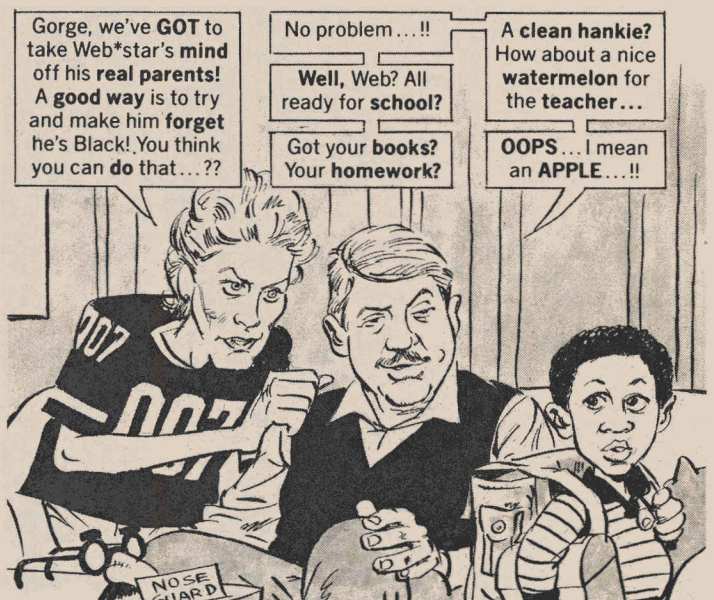
I'm **much better** than those other jocks... *sob, sob*... I'm **better** than **Marv Gooseberry**...! I'm **better** than **Dick Butt-kiss**...! I'm **better** than **Booboo Smith**...

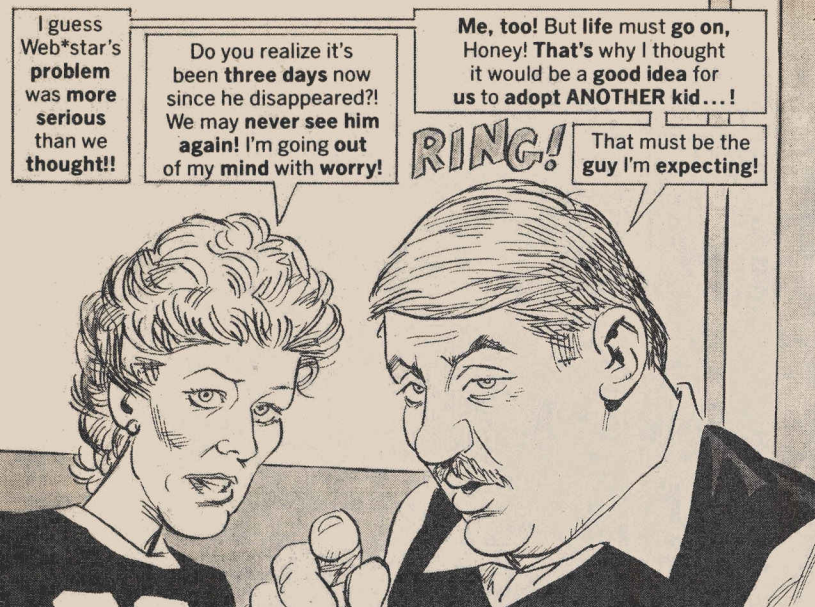
Of course you are, Dear...! Now just **relax** and try to get some **sleep**...

I'm **better** than **John Madman**...! I'm... **ZZZZZZZ**

Let's not disturb him, Web*star...





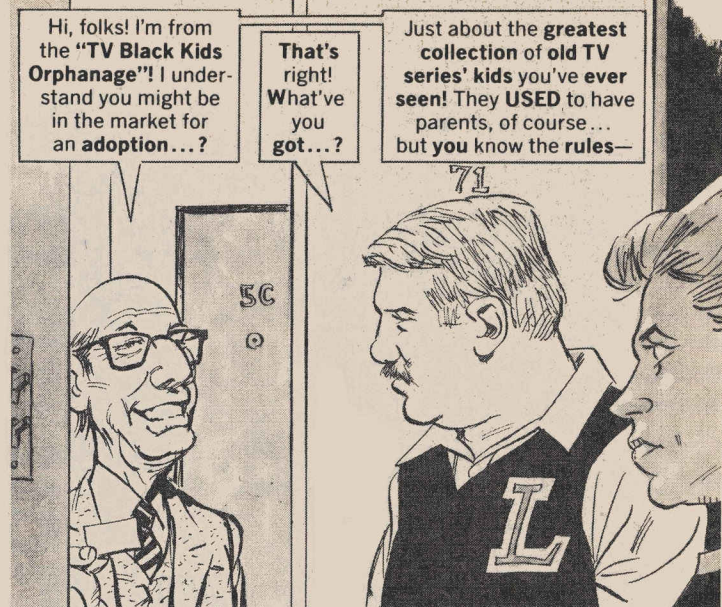


I guess Web*star's problem was more serious than we thought!!

Do you realize it's been **three days** now since he disappeared?! We may **never** see him again! I'm going out of my mind with worry!

Me, too! But life must go on, Honey! That's why I thought it would be a **good idea** for us to adopt **ANOTHER** kid...!

RING! That must be the guy I'm expecting!



Hi, folks! I'm from the "TV Black Kids Orphanage"! I understand you might be in the market for an **adoption**...?

That's right! What've you got...?

Just about the **greatest** collection of old TV series' kids you've ever seen! They **USED** to have parents, of course... but **you** know the rules—



We have available the kids from "Good Ol' Times"... the bunch from "What's Happened?" ... the son from "Sanforized And Son"... You name 'em... we got 'em! What quality are you **looking** for in a Black kid...??

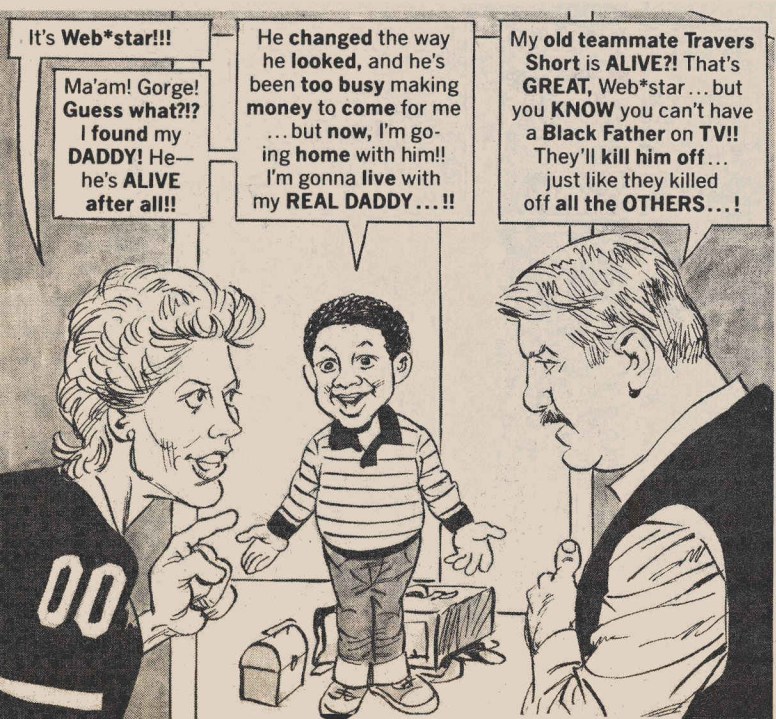
Mainly, **CUTE** ... which **THESE** kids **AREN'T!** So **FORGET IT!!**



Well, Saccharine ... it looks like **nobody** will ever replace Web*star!

Right! And we'll never see him again! All we have **left** are wonderful wonderful memories!

RRRING
I'll get it!



It's Web*star!!!
Ma'am! Gorge! Guess what?! I found my **DADDY!** He—he's **ALIVE** after all!!

He changed the way he **looked**, and he's been **too busy** making money to come for me ... but now, I'm going home with him!! I'm gonna live with my **REAL DADDY**...!!

My old teammate Travers Short is **ALIVE!!** That's **GREAT**, Web*star... but you **KNOW** you can't have a **Black Father** on TV!! They'll kill him off... just like they killed off all the **OTHERS**...!



Who's gonna kill **WHO?**
MR. T!! Now I get it! "T" stands for Travers! I **KNEW** you looked familiar on TV! It's that crazy haircut and funky outfit that threw me!

WHO can't have a Black son on TV, Honky...?!?
Well... speaking for myself, my wife, the heads of the **three networks**—and all the **White TV** viewers in the country, **HAPPY FATHER'S DAY, TRAVERS!!**

MAD'S ALL-INCLUSIVE DO-IT-NATIONAL ENQU

D

E

Reveal Shocking Facts About

A, B or C

NATIONAL ENQUIRER

WARNING!

A

Can Cause

B

!!

C

'S

Personal
Tip On How
To Stop

A

Startling New
Discovery!!

A

May Prevent

B

Exclusive
Photos Of

C

'S

Secret
Hideaway

E

Liz Taylor's Secret Affair With

C



Government
Report Cites
Increase In
A, B, or D

PHOTOS: UPI

YOURSELF JIRER COVER

**HERE'S YOUR
CHANCE TO
BE AN EDITOR
AND MAKE
SENSATIONAL
HEADLINES ...
JUST LIKE THE
REAL THINGS!!**

A (ACTIVITY)

Laughing
Nose-Picking
Boozing It Up
Group Sex
Shopping
Whistling
TV Watching
Snoring
Gum Chewing
Jogging
Belching
Humming
Reading
Gambling
Squinting
Giggling
Smoking
Gossiping
Hog-Calling
Spitting

B (AFFLICTION)

Cancer
Premature Aging
Alcoholism
Acne
Senility
Hives
Herpes
Hoof & Mouth Disease
Asthma
Diarrhea
Unwanted Facial Hair
Flat Feet
Obesity
Chafing
Bad Breath
Small pox
Pregnancy
Hypertension
Amnesia
Terminal Hiccups

C (CELEBRITY)

President Reagan
Muhammad Ali
Loni Anderson
Ed Asner
Victoria Principal
Burt Reynolds
Benji
Nancy Reagan
Yasser Arafat
Princess Di
Eleanor Roosevelt
Barbara Walters
Too Tall Jones
U.S. Senator
Charles Manson
Zsa Zsa Gabor
The Kennedys
Margaret Thatcher
Roger Staubach
Bela Lugosi

D (GROUP)

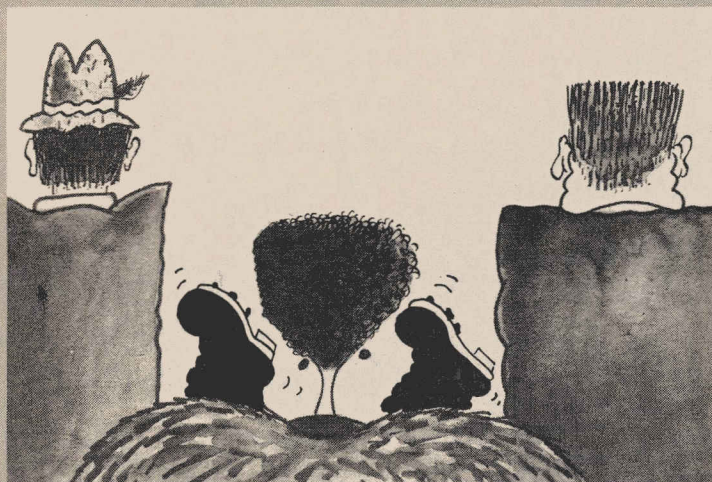
Aliens
Vegetarians
Tourists
Chiropractors
Winos
Sadists
Con Artists
Insurance Salesmen
Drug Addicts
Missionaries
Telephone Operators
Ventriloquists
Astronauts
Bureaucrats
Transsexuals
Professional Athletes
Prostitutes
Prisoners
Born-Again Christians
Politicians

E (PLACE)

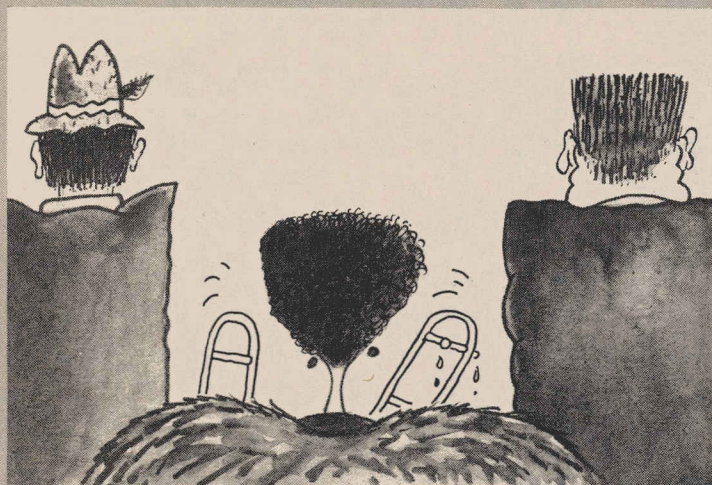
In Scranton, Pa.
On Mars
On Mt. Everest
On Loch Ness
At Cape Canaveral
On Lake Erie
In Newark
On Guam
In Louisiana
In The Bermuda Triangle
In Yankee Stadium
On Iceland
In The Waldorf Lobby
In Cleveland
On Mt. Rushmore
On Easter Island
In The Pentagon
On The Jersey Turnpike
On The N.Y. Subways
In Pay Toilets

THE PASSION

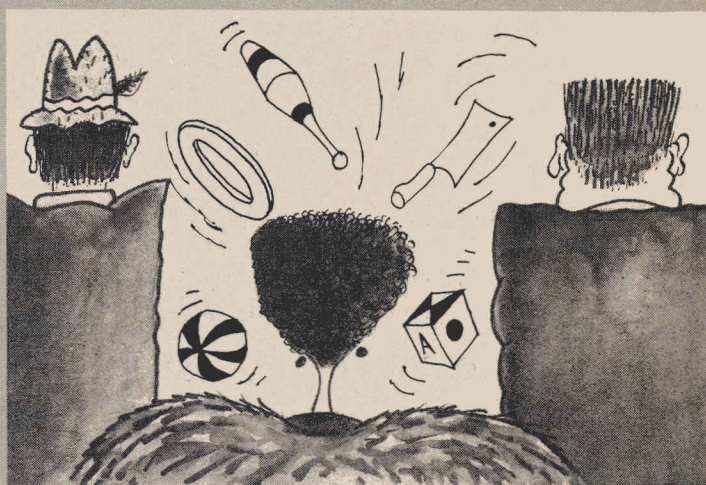
... AS SEEN
BEHIND
VERY TALL



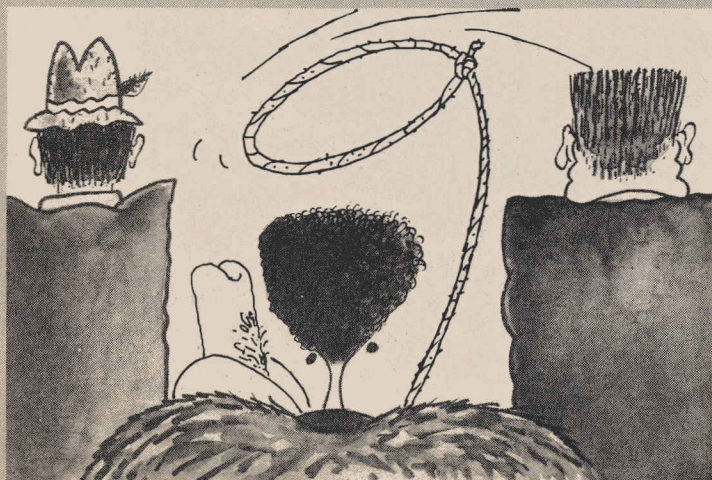
The Red Square May Day Parade



The Pinkoosque H.S. Marching Band Parade



The Ranklin-Bokum-Baskum Circus Parade



82 The Annual Calgary Stampede Rodeo Parade



The Oscar Awards Celebrity Parade

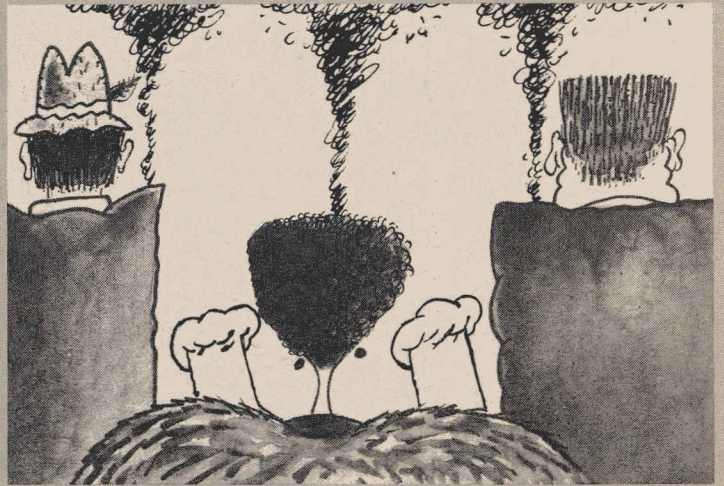
ING PARADE

EN FROM

ND A

L CROWD

WRITER AND ARTIST: PAUL PETER PORGES



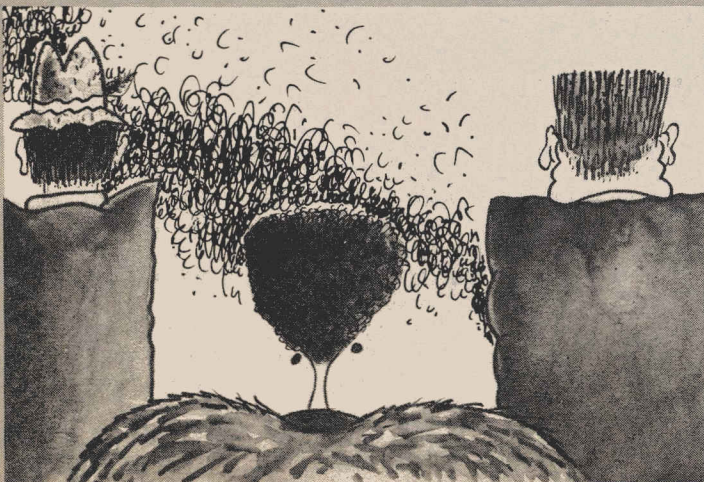
The Parade Of Bar Mitzvah Flambé Desserts



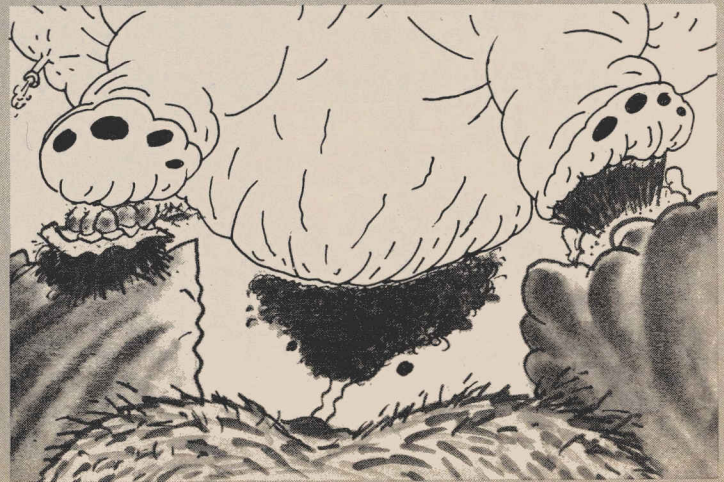
The New Orleans Mardi Gras Parade



The Annual Rotorua Antique Car Parade



The Entrance Of The Olympic Flame



Macy's Annual Thanksgiving Day Parade

Today, the U.N. isn't working, wars are breaking out everywhere, and peace is as elusive as it ever was. The basic differences between the peoples of the world just cannot seem to be resolved. To illustrate this fact, MAD recently did some

IT'S A MAD,

IF THEIR NATION PRODUCED AN ATHLETE WHO COULD RUN A THREE-MINUTE MILE...



...the CZECHS would send him to the Olympics accompanied by fifty bodyguards to make sure he couldn't try to defect to the West.

...the UGANDANS would never find out how fast he could run because nobody has a watch.

...the VIETNAMESE would assign him to pulling the Communist Party Chairman's rickshaw.

...the AMERICANS would never even get to see him in a national track meet because an N.F.L. team would quickly sign him up for a million bucks a year... as a "punt returner."

IF A RECESSION CAUSED ONE-THIRD OF THE NATION'S WORKERS TO BE UNEMPLOYED...

...the EGYPTIANS would hail it as a great step forward, because two-thirds of their nation's workers have been unemployed for years.

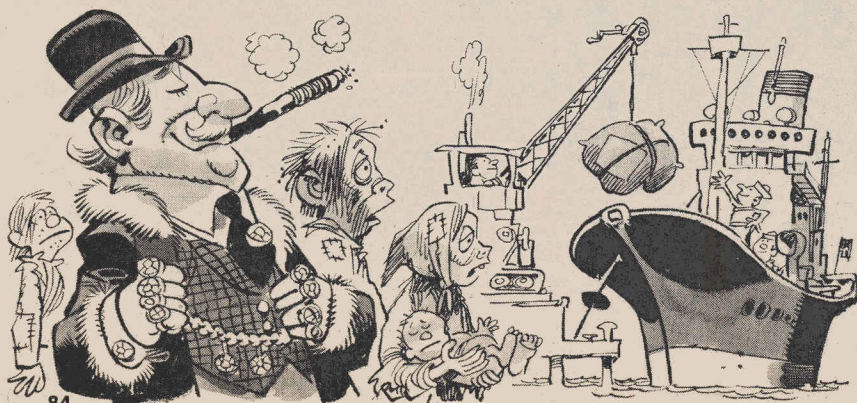
...the CANADIANS would cut the rate by encouraging their unemployed to move to Detroit or to Buffalo and be unemployed there instead.

...the CAMBODIANS would shoot everyone without a job as a traitor, then proudly announce that the country had achieved full employment.

...the AMERICANS would put half of their unemployed labor force to work processing the welfare application papers of the other half.



IF THE NATION'S FARMERS PRODUCED A SURPLUS OF WHEAT HARVEST...



...the BRAZILIANS would sell it overseas so wealthy land owners could afford to build bigger mansions while the peasants starved.

...the FRENCH would find a way of making a new and exciting vintage wine out of it.

...the RUSSIANS would stop buying grain from the U.S. after announcing that they'd just discovered Americans are Imperialists.

...the AMERICANS would give it away free to emerging Third World nations so that the poor people all around the U.S. would still have to pay \$1.59 for a lousy box of cereal.

research to determine exactly how we Americans and the peoples of other cultures and nations around the world might react to a series of possible events. And the results... which came as no surprise to us... only goes to prove the old adage:

MAD WORLD!

ARTIST: JACK DAVIS

WRITER: TOM KOCH



IF MORE THAN TWO PEOPLE WERE OBSERVED TOGETHER ON A STREET CORNER...



...the LIBYANS would form a bigger group so they could all chant anti-American slogans.

...the JAPANESE would take their pictures because such gatherings must always be recorded on film to be treasured in years to come.

...the RUSSIANS would hold them for questioning because people who talk to each other may be saying something bad about the State.

...the AMERICANS would conduct a public opinion poll among them to determine what TV shows the entire USA will watch next season.

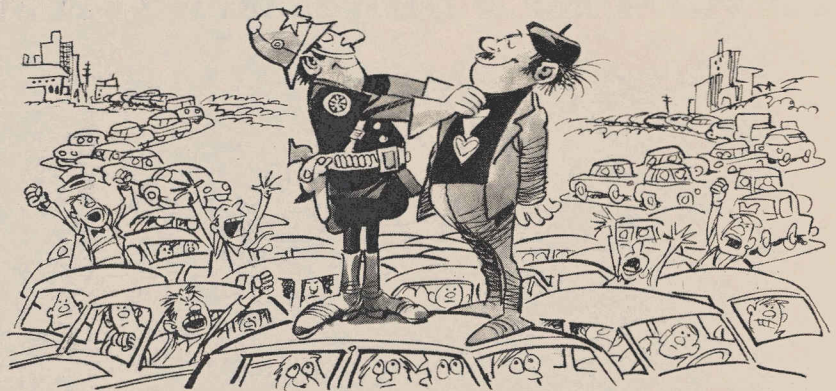
IF TRAFFIC IN A COUNTRY'S LARGEST CITY BECAME COMPLETELY UNCONTROLLABLE...

...the ITALIANS would remove all the stop lights, and give a medal to every pedestrian and motorist who was still alive a year later.

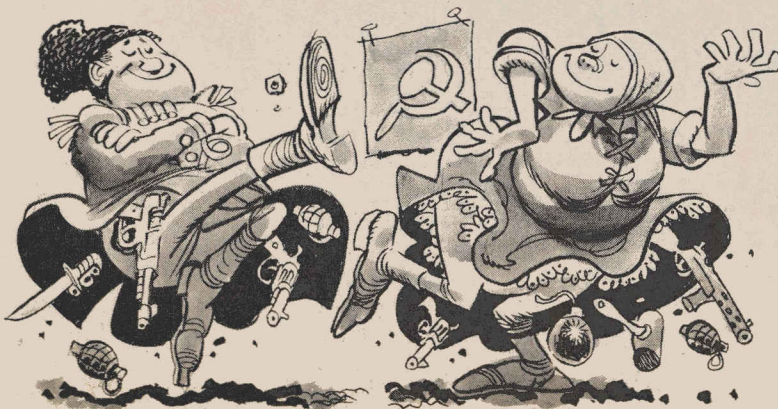
...the BRAZILIANS would abandon that old city and build a new one, where the traffic would also become completely uncontrollable.

...the MEXICANS would put a lot more old buses and gasping taxis on the streets in an effort to bring traffic to a final standstill.

...the AMERICANS would attack the problem by spending billions to construct a new interstate highway... between Denver and Cheyenne.



IF A WORLD'S FAIR WERE HELD IN A NEUTRAL, DEVELOPING NATION...



...the RUSSIAN exhibit would feature rosy-cheeked peasant dancers who were really secret agents who'd come to start a revolution.

...the NORWEGIAN exhibit would feature Lapland handicrafts such as crocheted earmuffs...which absolutely no one would go to see.

...the SPANISH exhibit would be completed a little behind schedule, and would open two months after the rest of the fair had closed.

...the AMERICAN exhibit would feature "The Fantastic Industrial Computer Of The Future" ...which would blow out every single fuse in the host country the minute it was plugged in.

IF A SMALL GROUP OF PEOPLE DISAGREED WITH GOVERNMENT POLICY...



...the NICARAGUANS would name them "The Popular Front for the Oct. 11th Revolution."

...the IRANIANS would call them American Spies and order them all shot before sundown.

...the RUSSIANS would find them mentally disturbed and send them away for forty years of intense psychiatric treatment in Siberia.

...the AMERICANS would organize them into a committee headed by Jane Fonda or Ed Asner.

IF THEIR NATIONAL TEAM WON THE WORLD SOCCER CUP...

...the ARGENTINIANS would hold a month-long wild celebration, during which the city of Buenos Aires would be totally destroyed.

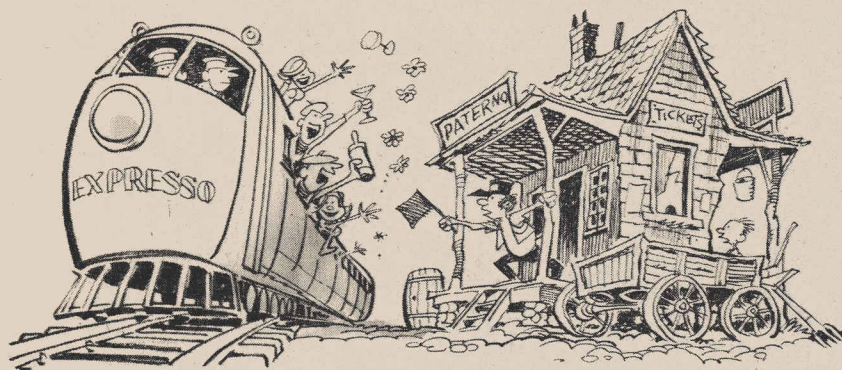
...the BULGARIANS would put out a special series of 38 commemorative postage stamps.

...the GUATAMALANS would use the victory as a good excuse to go to war with Honduras.

...the AMERICANS would read all about it in a big three-line story on the sports page ...under the "High School Basketball Scores."



IF A TRAIN CAPABLE OF TRAVELING 500 MILES AN HOUR WERE DEVELOPED...



...the ITALIANS would run it from Rome to Istanbul at ten miles an hour because they feel the trip is more romantic at that speed.

...the ISRAELIS would run it from Tel Aviv to Jerusalem in six minutes because they really don't have anywhere else they can run it.

...the RUSSIANS would run it underneath the ground so no one else would know they had it.

...the AMERICANS would assign it to Amtrak, which would derail it, or park it on a siding outside Chattanooga and misplace it forever.

IF A LONG WEEK-END WERE SCHEDULED TO MARK THE NATION'S INDEPENDENCE DAY...

...the AUSTRALIANS would all celebrate by playing endless rugby matches until everyone in the country had at least one fractured arm.

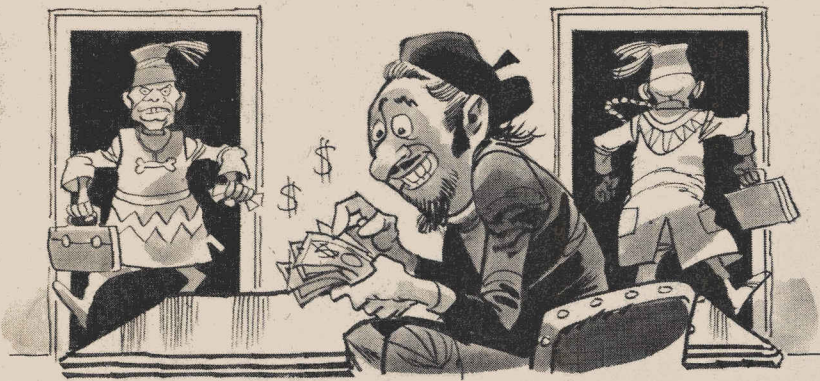
...the RUSSIANS would all celebrate by going down to Red Square to silently watch this year's thrilling "Tractors and Tanks" parade.

...the EAST GERMANS would all celebrate by picnicking in the countryside, and then trying to sneak under the fence to West Germany.

...the AMERICANS would all celebrate by having 987 people killed in highway accidents.



IF ZAMBIAN TROOPS INVADED ZIMBABWE...



...the FRENCH would sell both sides as many guns and planes as they could pay for in cash.

...the BRITISH would announce that Her Majesty's Navy is rushing to the troubled area, and should arrive there in about two months.

...the RUSSIANS would declare their neutrality, and then dispatch the entire Cuban army to the battlefield to create additional chaos.

...the AMERICANS would threaten to boycott the Olympics if they are ever held in Zambia.

IF THE COUNTRY'S LEADER WAS SCHEDULED TO DELIVER A TV ADDRESS AT 8 P.M....

...the CHINESE would all miss it because they'd all be out spying to make sure their neighbors were watching, as required by law.

...the HAITIANS would fear the worst, and 7000 would flee in leaky boats before 8 P.M.

...the ALBANIANS would be confronted with the burning question of the day: What's TV?

...the AMERICANS would give the speech a TV rating of 11.6... which is better than "Father Murphy" but less than "Happy days."



IF A WORLDWIDE PEACE TREATY WERE PROPOSED AT THE U.N....



...the IRANIANS would immediately get up and walk out, claiming that it was sacrilegious for people to stop killing each other.

...the FRENCH would wait to see how their allies voted so they could display their independence by voting the exact opposite way.

...the SYRIANS would agree to it, but only if it contained a provision to abolish Israel.

...the AMERICANS would agree to it, but only if it contained a provision to make Coca-Cola the official beverage of mainland China.

IF A VOLCANO ERUPTED IN A SMALL, DEFENSELESS COUNTRY...

...the FRENCH would help by offering to sell defective truck parts to the starving.

...the CUBANS would assist by sending in a whole new team of espionage agents to replace those that were lost in the disaster.

...the ARGENTINIANS would overrun the place with troops, after announcing that it really belonged to them since 1768 anyway.

...the AMERICANS would immediately ship tons of food, clothing and medical supplies before discovering that no one in the U.S. State Department knows where the country is.

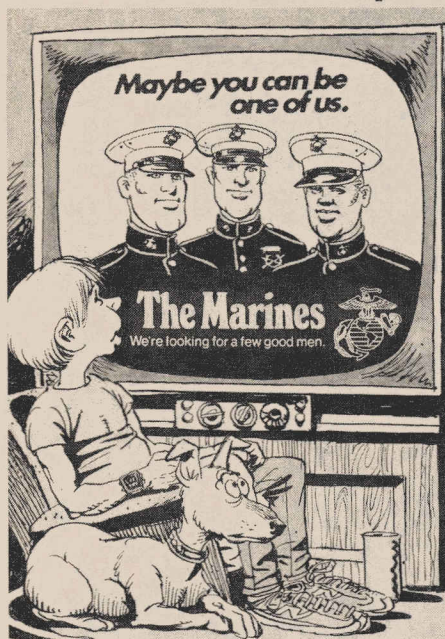


CONFUSED BY ALL THOSE "WAR SCARES" FROM THE MIDDLE EAST, INDO-CHINA, CENTRAL AMER

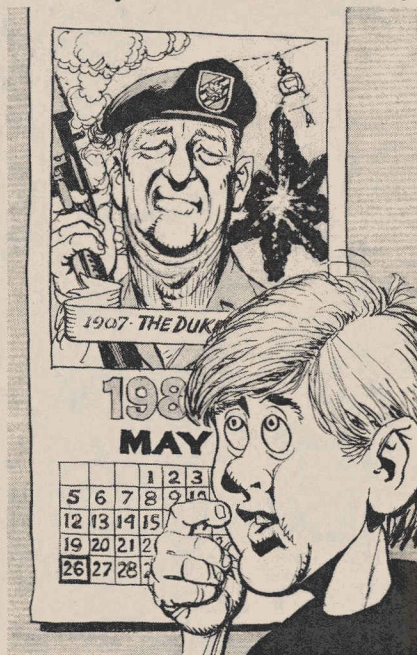
MAD'S "EARLY W (OR... YOU'LL KNOW S

ARTIST: GEORGE WOODBRIDGE

Every other commercial on TV is an "Armed Forces Recruitment" pitch.



They suddenly make John Wayne's birthday a National Holiday.



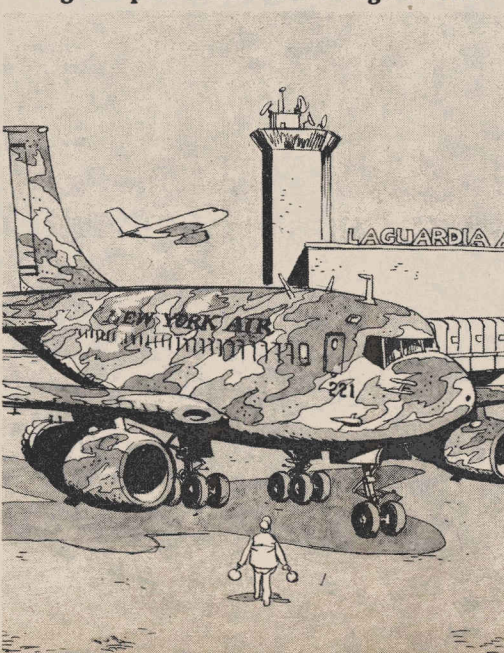
Lee Iacocca does a Chrysler commercial ... and you notice tanks coming off the assembly line.



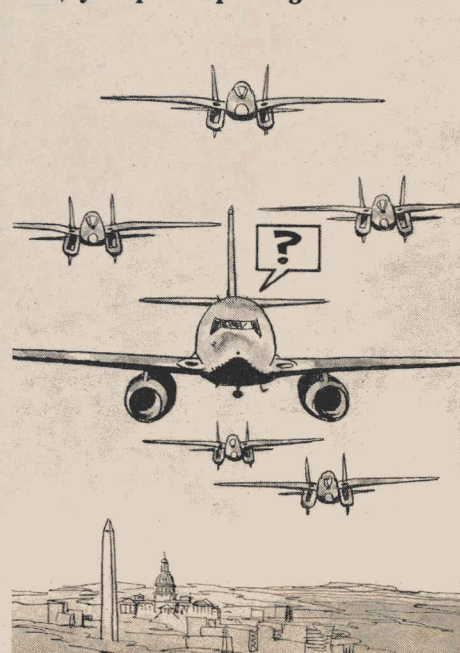
The "This is a test!" thing is played so often, it's listed on the top-10 charts.



Your N.Y. to Washington, D.C. shuttle flight is painted in camouflage colors.



... and as you approach Washington, D.C., you pick up a fighter escort.



ICA AND WHEREVER? WANT TO KNOW WHEN THE "REAL THING" IS ABOUT TO HAPPEN? STUDY ...

WARNING" SIGNS UMPTIN'S UP WHEN...)

WRITER: DON EDWING

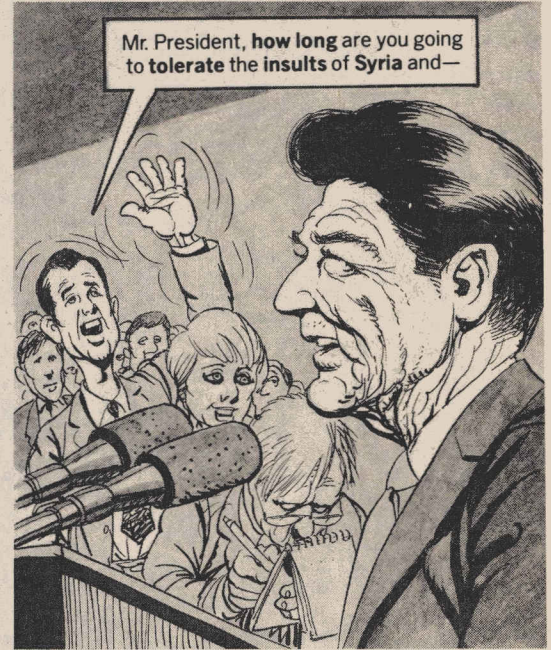
You keep snagging anti-submarine
nets in your favorite fishing spot.



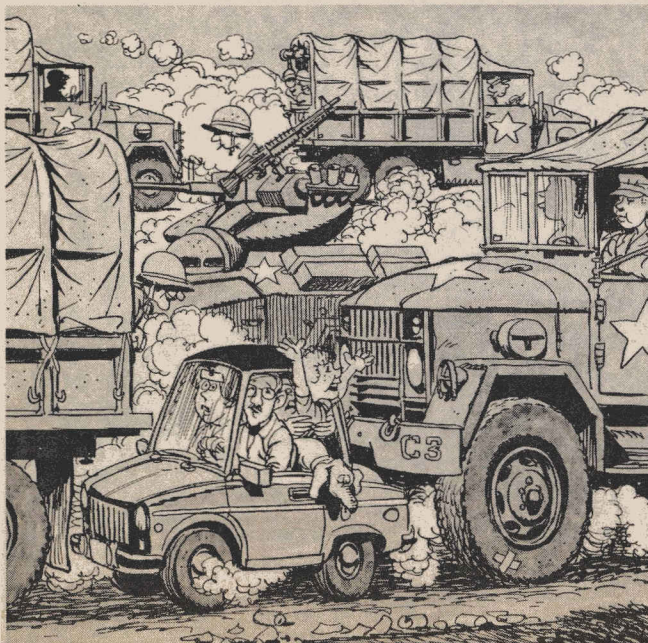
Tip O'Neill calls the President ...



The President consistently calls on those
hard-nosed reporters at Press Conferences.



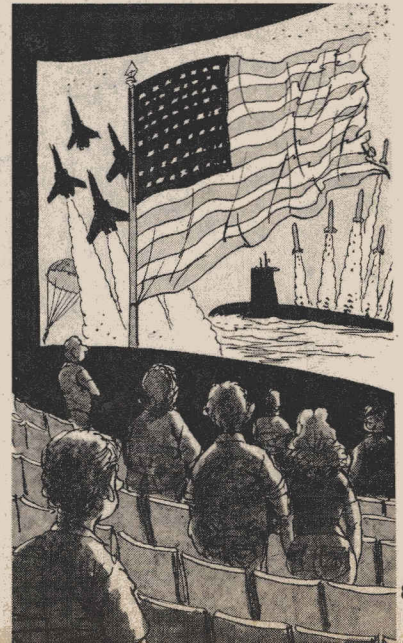
You begin to notice an awful lot of Army trucks
on the highways when you take your Sunday drives.



Henry Kissinger keeps saying ...



They start playing the Nation-
al Anthem at the movies again.



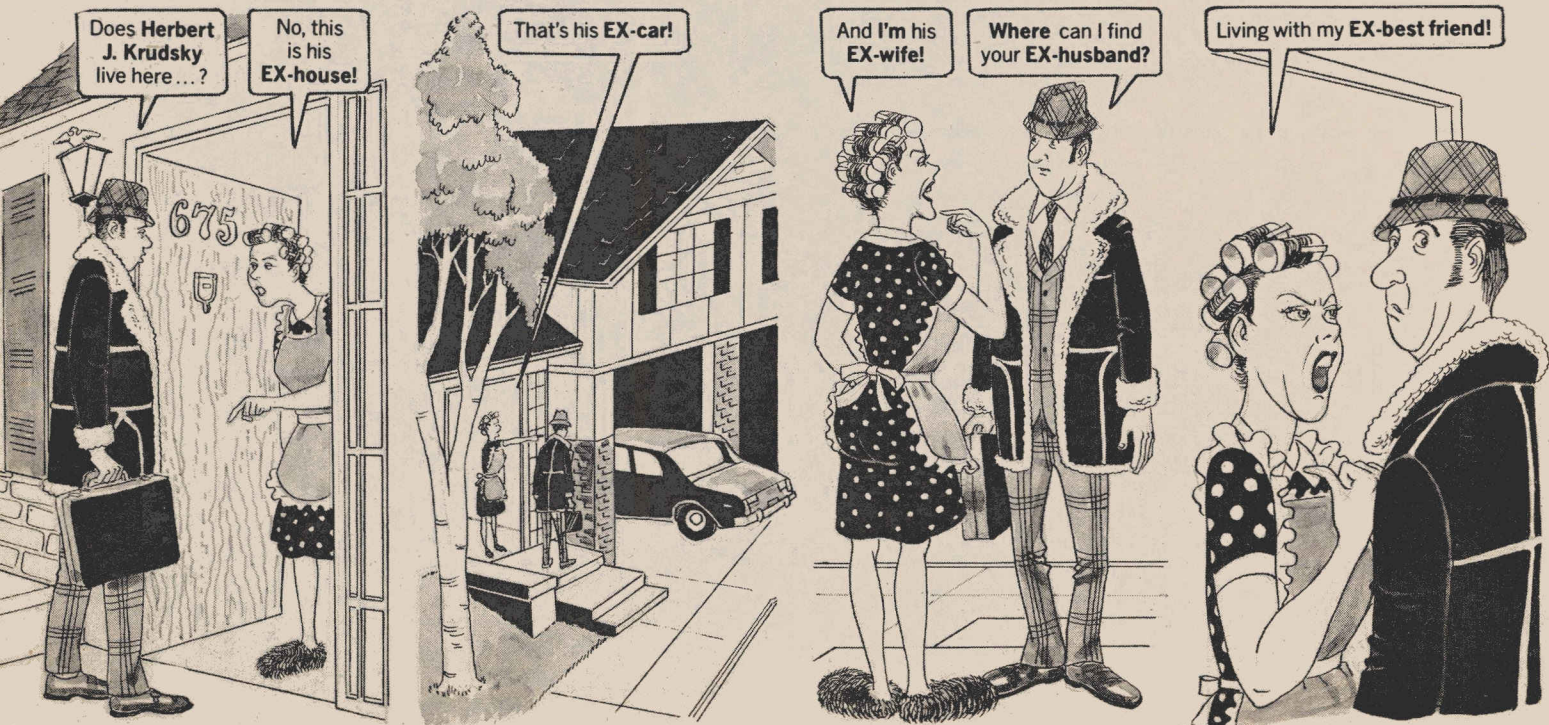
AUTO REPAIRS



BERG'S-EYE VIEW DEPT.

THE LIGHTE

DIVORCE



EXCUSES

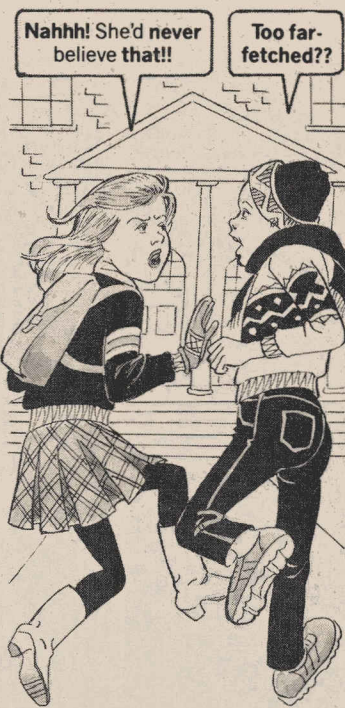


Darn! We're late for school again!

We'd better have a real good excuse!

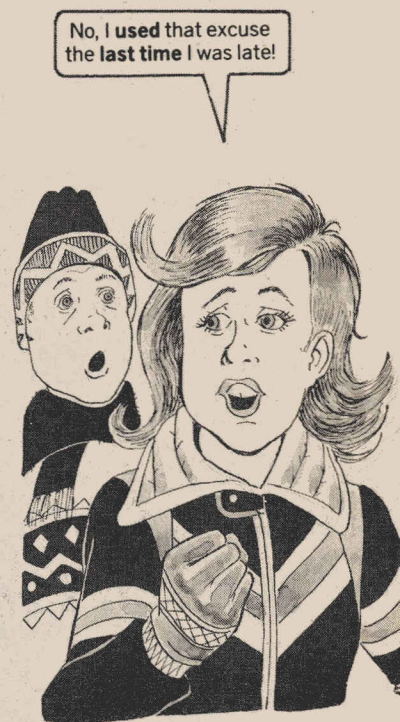


Suppose we tell our home room teacher that we were captured by Russian spies who drugged us and tried to make us give them our nation's secrets...!



Nahhh! She'd never believe that!!

Too far-fetched??

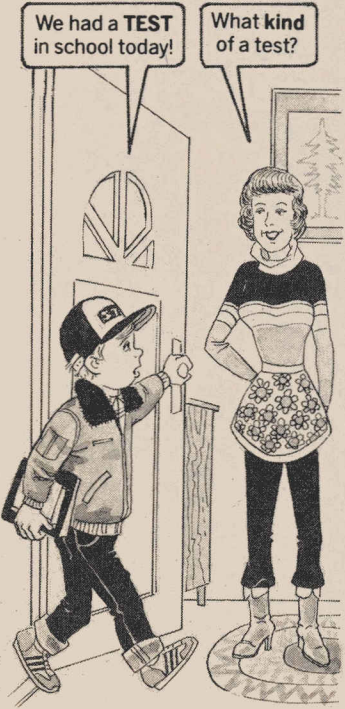


No, I used that excuse the last time I was late!

R SIDE OF...

ARTIST & WRITER:
DAVE BERG

TESTS



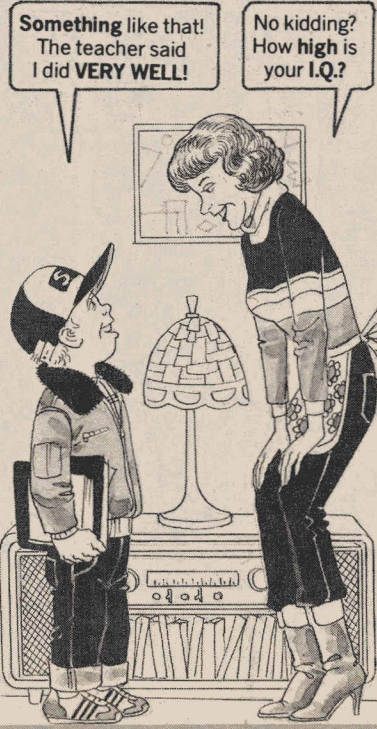
We had a TEST in school today!

What kind of a test?



I think it was called an EYE ... an EYE ...

You mean an I.Q. TEST!!



Something like that! The teacher said I did VERY WELL!

No kidding? How high is your I.Q.?



20/20!!

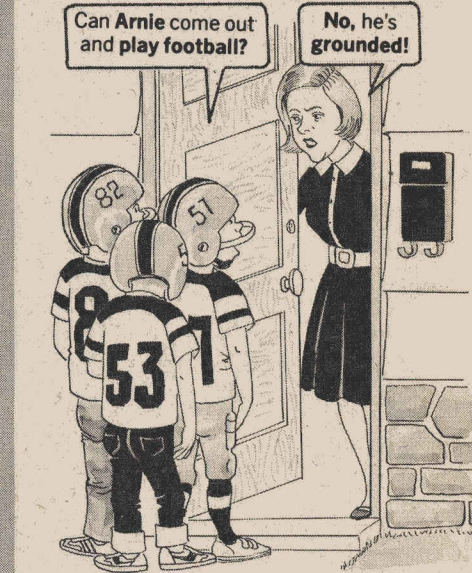
DIETING



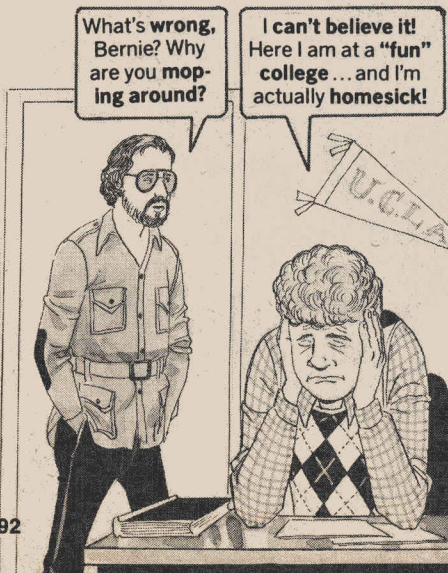
STAYING AWAKE



PLAYMATES



COLLEGE



COLD WEATHER



Yes? What can I do for you?

Mr. Superintendent, my apartment is FREEZING...!!

Ahh, come off it! It's not THAT cold!!

Oh, no?! So how come every time I open the door ...

... the LIGHT goes on?!?



COOKING

Well, can **Arnie's FOOTBALL** come out and play football??

I see you're **thawing** something for supper again! Things certainly were **different** when I was a young bride!

They sure were!

YOU used to open **CANS**!!



TIME

When would you like your dinner?

Just as soon as this foot-
ball game is over!

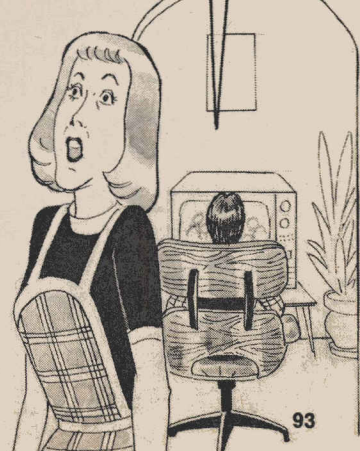
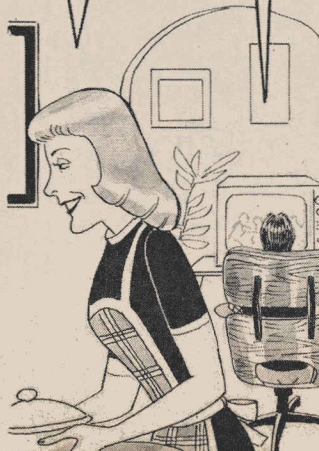
And when will that be...?

There are only **TWO MINUTES** left to play!

Oh! In that case, I'll put everything on the table...!

No! Not yet!

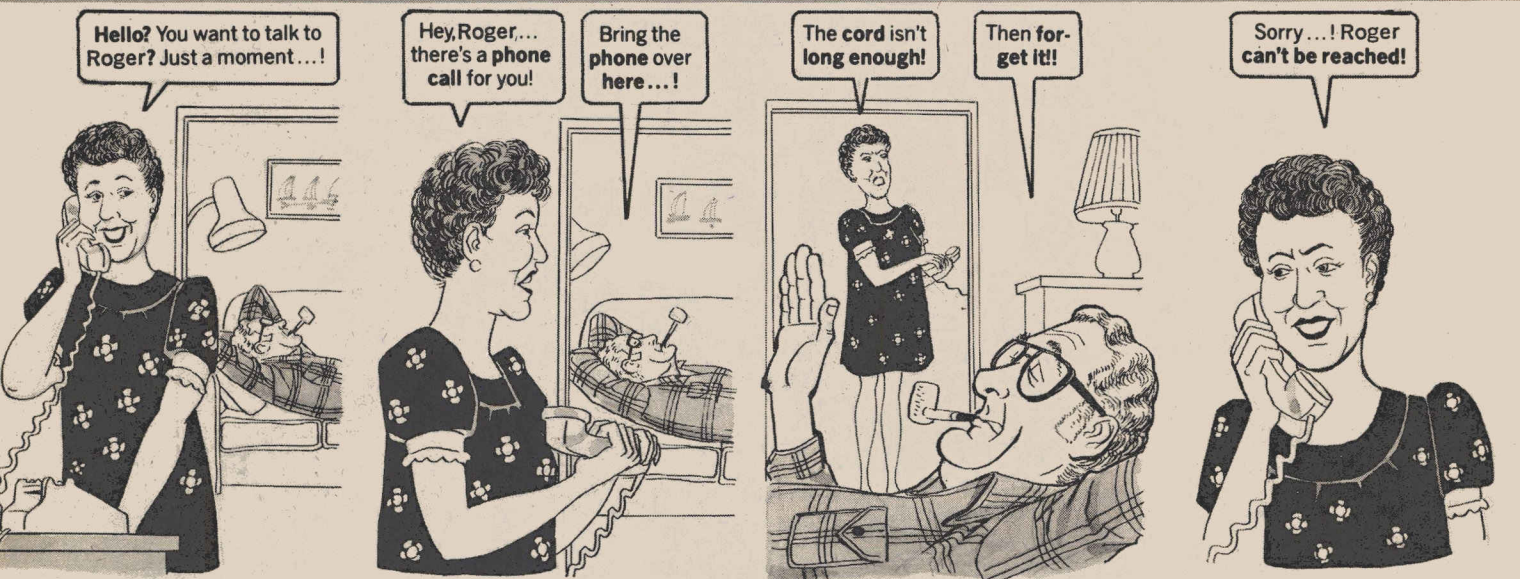
In football, two minutes takes a **HALF AN HOUR**!



MOTHERS

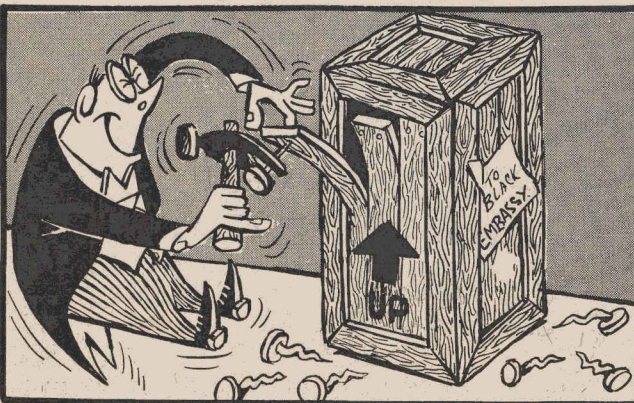
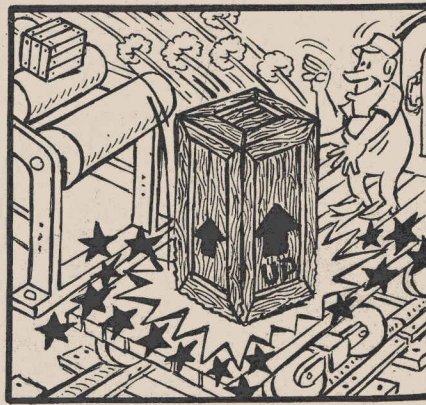
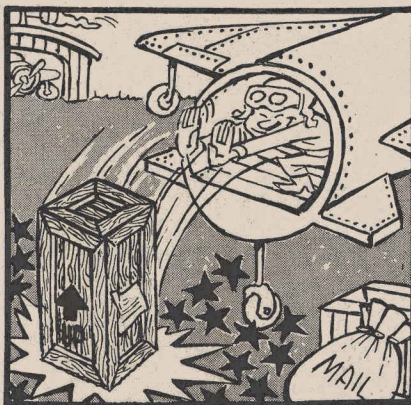
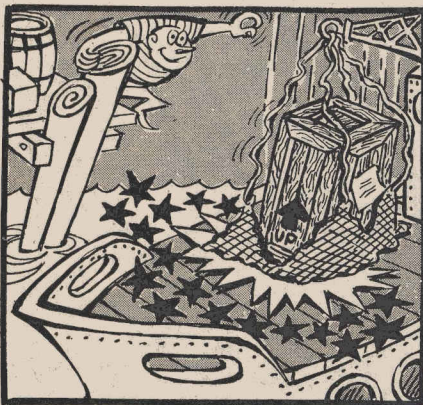
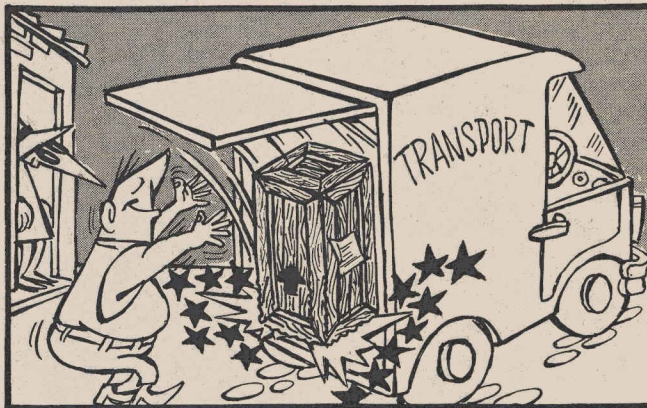
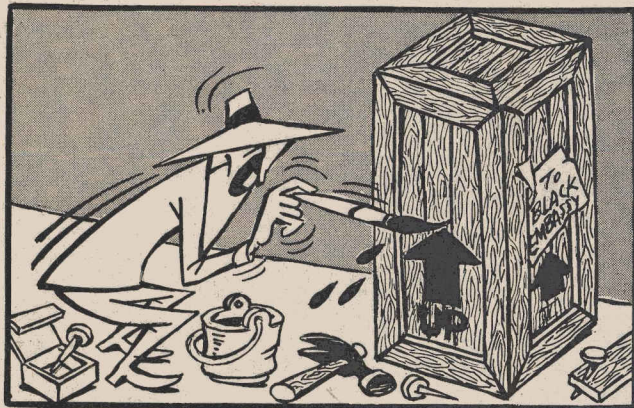
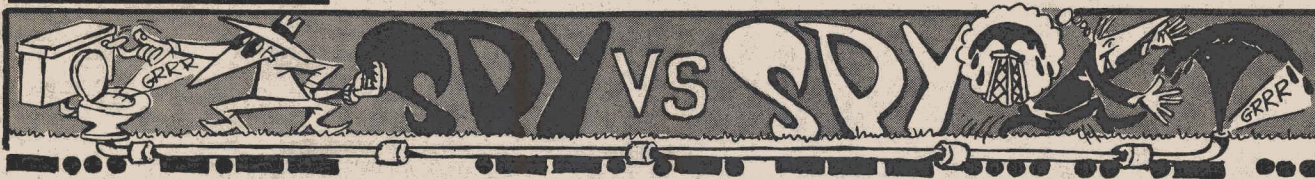


THE TELEPHONE



PROGRESS





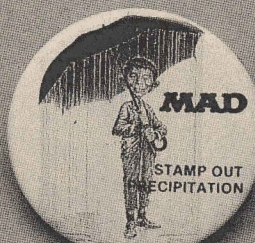
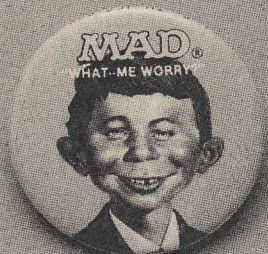
SUBSCRIBE TO MAD!

SAVE MONEY AND GET STUCK WITH FREE BUTTONS!

OFFER #1

WITH A 40-ISSUE
SUBSCRIPTION
YOU SAVE
\$13.25

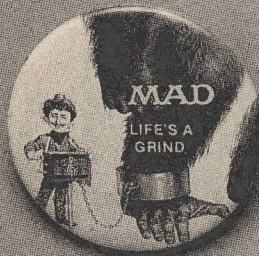
OFF THE NEWSSTAND PRICE
AND GET ALL 10 SEMI-PRECIOUS
BUTTONS SHOWN ON THIS PAGE
ABSOLUTELY FREE!!!
(A \$12.50 RIPOFF RETAIL VALUE!)



OFFER #2

WITH A 24-ISSUE
SUBSCRIPTION
YOU SAVE
\$6.25

OFF THE NEWSSTAND PRICE
AND GET THE FIVE SEMI-RARE
BUTTONS SHOWN ABOVE
ABSOLUTELY FREE!!!
(A \$6.25 RIPOFF RETAIL VALUE!)



OFFER #3

WITH AN 8-ISSUE
SUBSCRIPTION
YOU SAVE
A BIG 25¢

AND WE GET STUCK WITH
OUR SEMI-MORONIC BUTTONS!
(DON'T BE A PINHEAD,
GO FOR ONE OF THE
OTHER SHARP OFFERS!)

485 MADison Avenue **MAD** New York, New York 10022

- ☐ I enclose \$46.75* Please send me the next 40 semi-literate issues of MAD and my 10 free MAD buttons! I love wasting money!
- ☐ I enclose \$29.75* Please send me the next 24 semi-legible issues of MAD and my five free MAD buttons! I like wasting money!
- ☐ I enclose \$11.75* Please send me the next eight semi-laughable issues of MAD and stop pushing buttons, already!
- ☐ CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____ DO YOU EAT GARLIC? _____

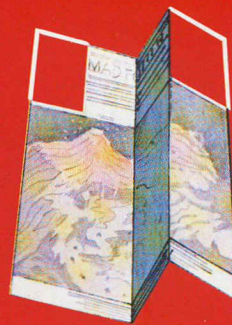
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USE COUPON OR DUPLICATE

**WHAT
DREADED
ERUPTION
WILL
DEVASTATE
MILLIONS
THIS YEAR?**

HERE WE GO WITH ANOTHER RIDICULOUS MAD FOLD-IN

Every year, countless natural eruptions occur, terrifying helpless people all over the world. But one eruption is dreaded more than any other, and is almost certain to devastate millions in 1989. To find out what it is, fold in the page.



FOLD PAGE OVER LIKE THIS!

A)

FOLD THIS SECTION OVER LEFT

◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

**THERE ARE PEOPLE WHOSE MISERABLE LIVES ALWAYS
TEETER ON THE BRINK OF DISASTER. WHILE SOME MANAGE
TO ESCAPE HARM, OTHERS SEEM TO BE CONSTANTLY
ZAPPED BY A CRUEL FATE . . . AND THEY NEVER MAKE IT!**

A)

◀B

THE CASTAWAY



ARTIST: PAUL COKER, JR.

WRITER: AL JAFFEE

WHAT
DREADED
ERUPTION
WILL
DEVASTATE
MILLIONS
THIS YEAR?



FOLD PAGE OVER LIKE THIS!

AMB FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

THE
TEENAGE

ZIT!

AMB

WHAT IS THE
ONE ISSUE
THAT LEFT
PRES. REAGAN
ABSOLUTELY
COLD?



FOLD PAGE OVER LIKE THIS!

A/B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

A NUCLEAR

FREEZE.
A/B

WHAT PARTICULAR
SPECIES IN OUR
ENVIRONMENT IS
SURE TO GET
SPECIAL
PROTECTION
FROM ANY WINNING
CANDIDATE?



FOLD PAGE OVER LIKE THIS!

A B FOLD BACK SO "A" MEETS "B"

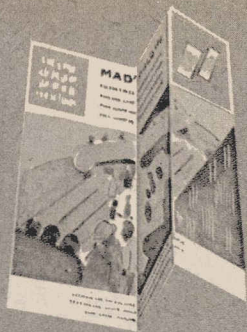


FAT

ARTIST & WRITER:
AL JAFFEE

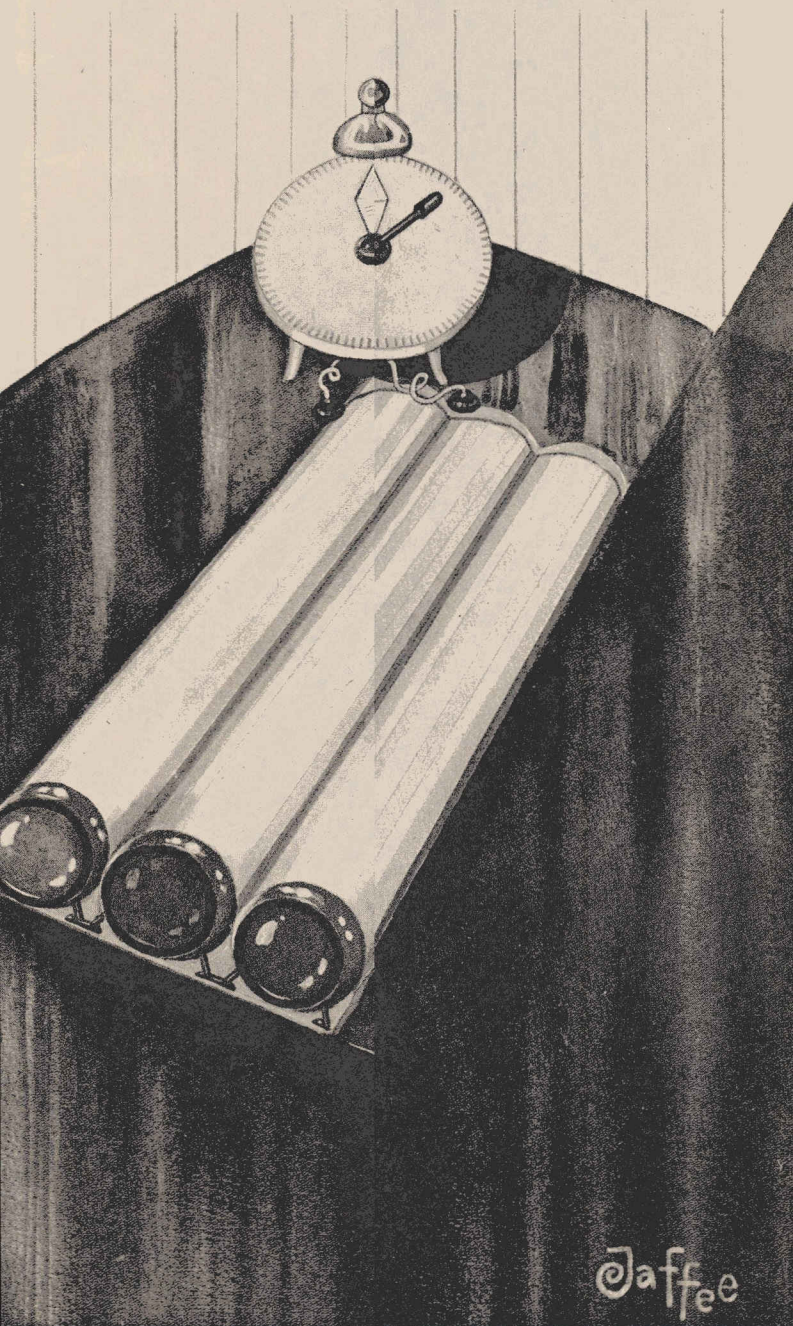
CATS
A B

WHAT IS
BECOMING
A MOST
DISTURBING
POLITICAL
ARGUMENT
THESE DAYS?



FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



TERRORIST

TACTICS

A▶◀B

ARTIST & WRITER:
AL JAFFEE

WHAT BIG
DISASTER
HAS
OCCURRED
ON THIS
PAGE?



FOLD PAGE OVER LIKE THIS!

A▶◀B FOLD BACK SO "A" MEETS "B"



ARTIST & WRITER:
AL JAFFEE

NO
FOLD-
IN
IDEA!
A▶◀B